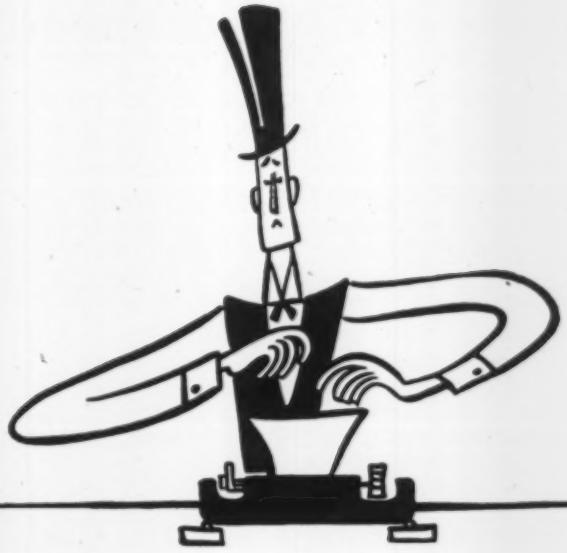
ARCH 18, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



ADVICE TO THE FORLORN

Have you a perplexing product affair on which you need the counsel of a friend? Write to WOR. For a personal reply you don't have to enclose a stamped addressed envelope.

Women Avoid It.

"Dear WOR: I'm a swell cosmetic. But women avoid me. The other day I received an unsigned note reading, 'Get in touch with WOR.' Can you tell me what this means?
CURIOUS."

Certainly. Please send me your name and address.

Renewed Affection.

"Dear WOR: I was once the best-loved suspender in Greater N. Y. During the past two years men have lost interest in me. My dealers frown when I appear. What can be the cause?
PUZZLED."

Don't despair, Puzzled. Have WOR build a program for you without delay.

People Sneer.

"Dear WOR: I'm a young and personable advertiser with 20% distribution in Greater N. Y. But my friends sneer when I tell them about my network show. Can anything be wrong?
JUNIOR."

Tsk, tsk, Junior . . . . *shame!* With that distribution you should know you ought to supplement your network show with WOR.

Plenty Dates.

"Dear WOR: What would you do if your sales manager dated you up with every dealer in town, but they failed to stir you?
PRETZEL."

Use your charm, Pretzel. Make the man buy you some nice time on WOR.

Dresses Smartly.

"Dear WOR: I dress smartly and meet the right people. But I would like to make new friends. However, strangers hide when they see me. Why is this so?
PRUNE."

You can't and won't win new friends until you use WOR.

WOR—*that power-full station*

at 1440 Broadway, in New York

MUTUAL

KRNT

A Cowles Station

WOL *Washington*, WHOM *New York*, WCOP *Boston*, WNAX *Sioux City—Yankton*

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

Affiliated with the Des Moines Register & Tribune

We believe that radio stations are known by the personalities they keep. We're convinced that the personality of McNeill makes possible an 8.9 Des Moines Hooper for the Breakfast Club, and that it's Breneman who sparks Breakfast in Hollywood to a 13.3!

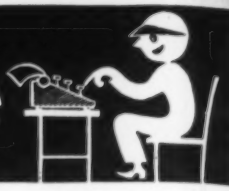
We believe similar personality projection earns our own Betty Wells a daily 7.3 and our Gene Emerald as high as 9.2 during his daily 75-minute afternoon show. KRNT has many more like these. M.J.B. for early morning. Jon Hackett for sports and Your Neighbor Lady, to name a few. Iowans recognize KRNT for its personalities.

We believe you will agree that personality programming pays both station and client when the Katz man shows you the latest Hooper for this merchandisable, highly-Hooper-rated Cowles station in Des Moines.

You bowl two balls to a frame. If one rolls down the "gutter," the second may give you a spare. Like newscasting when you have INS. When INS is rolling 'em, you always get more news than you can possibly use. You have the power of selection from the most brilliant and complete coverage of the entire world. Take what is most suitable to your audience. Arrange it in accordance with your own ideas of its importance and appeal. Give your newscast individuality. You get all the important news there is, all written so that it may be read easily, with all the human interest that builds a great radio audience.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline



Closed Circuit

FRANK MASON, former NBC vice president, has left for Europe with former President Herbert Hoover as member of top-level National Famine Emergency Council and will handle radio and press contacts. An expert on Europe, having been there for years with INS, of which he is former president, he will be gone about a month. He is vice president of new company filing for FM in Dayton (see story this issue) and has other station plans.

BRYSON RASH, bright young director of special features of WMAL-ABC in Washington, has been hobnobbing lately with Democratic National Committee chieftains. Committee has been looking for radio expert to work under Sam O'Neal, publicity director, on upcoming Congressional campaigns. Announcement should come this week. Rash has been discussing leave of absence with his chief, Kenneth Berkeley.

NEW FIFTH NETWORK project is brewing with substantial New York backing and operations knowhow. Project may be announced within fortnight. In no wise identified with Associated Broadcasting System which got off to bad start last September, although efforts still being made to revive that project.

LITTLE BROWN & Co., Boston publishers, will bring out in April a new book by Charles I. Siepmann, ex-BBC program director who was hired by FCC to lay foundation for the program report. Title of the new book, *Radio's Second Chance.*

ODD HOW copies of that program report got to the desks of some key Congressmen before it was released for general distribution.

WHOLESALE withdrawal of television applications for operations below 300 mc may be presaged by action this week of WGAR WJR and Yankee Network in cancelling their bids. Latter three say they will go for high band color video for which CBS is enthusiastic. At least 13 more applicants expected to seek withdrawals soon.

NARBA SEQUEL: Cuba is going to furnish U. S. nearly 4,000,000 tons of sugar at wartime price of 3.675 cents per pound whereas other countries pay seven cents. It was whispered at recent NARBA sessions in Washington, where Cuba walked off with lots of bacon, that sugar was Cuba's bargaining agent. It seems to add up.

HIGH-RANKING Mutual executives, fearful of leaving such delicate matter to decisions of hired hands, have themselves turned editors to review weekly scripts of Upton Close, admitted political Rightist, who speaks for ultra-conservative National Economic Council.

IT'S a good bet the FCC will not issue grants for the 11 channels allocated to Washington—at least for some months. By the time the

(Continued on page 110)

Upcoming

March 18: Annual Broadcast Engineering Conference, Columbus, Ohio, sponsored by Ohio State U. and Illinois U.

March 21: Meeting of 14 ABC New England affiliates, Copley Plaza Hotel, Boston.

March 22: Radio News Clinic, Iowa stations, 10 a.m. Roosevelt Hotel, Cedar Rapids, Ia.

March 26: Radio News Clinic, Texas stations, Hotel Rice, Houston.

March 27: Radio News Clinic, Texas stations, Hotel Worth, Ft. Worth.

March 28: Radio News Clinic, Texas stations, St. Anthony Hotel, San Antonio.

April 1: Canadian Assn. of Broadcasters Board, CAB Hqtrs., Toronto.

(FCC Hearings, page 105.)

Bulletins

FOLLOWING meeting with Navy officials in Washington it was learned Friday that most of nation's video broadcasters probably will cooperate in sending cameraman to film events at Operations Crossroads (atom bomb experiments) with films to be pooled and available for telecasting by all cooperating video stations. Six telecasters are to participate—ABC, CBS, NBC, Balaban & Katz, DuMont and Philco—marking first time television has been represented with other media of communication at such a historic event.

FOUR APPLICATIONS for new standard stations received Friday by FCC were: W. Albert Lee, Houston, Tex., for 5 kw, 610 kc, directional antenna night unlimited; Interstate Radio Inc., Moscow, Ida., for 250 w, 1490 kc, unlimited; Pocatello Broadcasting Co., Pocatello, Ida., for 250 w, 1240 kc, unlimited; Grass Valley—Nevada City Broadcasters Inc., Grass Valley Cal., for 250 w, 1400 kc, unlimited.

NETS NAME COMMENTATORS FOR HUNTER UNO SESSIONS

FOR APPROACHING MEETING of United Nations Security Council at Hunter College, New York, ABC announced it would turn loose almost entire staff, from F. H. LaGuardia to Orson Welles. NBC will use H. V. Kaltenborn, Lowell Thomas and others. Mutual expects to send a team captained by Quentin Reynolds. CBS final assignments await return of Edward Murrow from London. RCA will install orthicon camera in television booth at meeting and receivers in overflow press room for correspondents unable to gain admission.

Business Briefly

P&G REPLACEMENT ● Procter & Gamble Co., Cincinnati (Ivory soap), April 1 replaces *Mommie and the Men* and *The Jack Kirkwood Show*, both Mon.-Fri., 7-7:15 p.m. on a split CBS network, with *Hercules Pioret*, mystery thriller, and the *Lanny Ross Show*. Agency, Compton Adv., New York.

VESS APPOINTMENT ● Vess Beverage Co., St. Louis, has appointed Russell C. Comer Co., Kansas City, to handle advertising of the newly created Whistle Division. Radio will be used.

PROF. KENNETH H. BAKER NAB RESEARCH DIRECTOR

PROF. KENNETH H. BAKER, of Ohio State U., well-known for radio research and his work in psychological field, named NAB director of research, assuming duties April 1. Post has been vacant since Barry Rumple returned to NBC last November.

Prof. Baker, 39, established and directed Office of Strategic Services training command and general staff while in Army and spent 13 months overseas in special operations and intelligence. Born April 5, 1907 at Randolph Center, Vt., he was educated in Cleveland public schools, obtained B.A. at Ohio Wesleyan U. in 1930 and PH. D. at Ohio State in 1934. He took graduate work at Northwestern U. and Ohio State, majoring in psychology, and taught at Northwestern, Minnesota U. and Ohio State. He has specialized in radio listening and market surveys. Other research includes attitude measurement and opinion polls.

MEDAL FOR WILLS

MRS. HAZEL WILLS, widow of the late FCC Comr. William H. Wills, former Vermont Governor, to receive a medal from Selective Service Director Hershey on behalf of her husband, who died unexpectedly March 6 [BROADCASTING, March 11], at ceremonies in Washington. Just before leaving for Brockton, Mass., to conduct hearings, Comr. Wills accepted Director Hershey's invitation to attend ceremonies. Thirteen other former governors were to receive medals.

BENSON & HEDGES AD MEETING

C. B. SCHUCHARD, manager of advertising and sales promotion for Benson & Hedges, to discuss company's radio, newspaper and magazine plans at four-day meeting of sales supervisors and representatives to start at home office in New York March 22. Meeting to be addressed by Joseph F. Cullman Jr., president of Benson & Hedges, and other executives of company and Kudner Agency, which places company's advertising.

CBS, ABC and NBC have made arrangements for woman employees to obtain two pairs of nylon hose at ceiling.

THE

DUPONT 1945 AWARD

KDKA gratefully acknowledges this significant honor.. and, in the name of the entire staff and all Westinghouse Radio Stations' personnel, sincerely thanks the Award Committee and the Alfred I. duPont Radio Awards Foundation.

To receive this outstanding recognition for the year 1945, the 25th Anniversary of KDKA and of broadcasting, is doubly significant. It indicates a continuance of Westinghouse zeal and leadership, dating from the birth of broadcasting.

With our acceptance of the Award comes our promise to the Foundation and to our listeners: To persevere in planning and broadcasting "in the public interest, convenience and necessity".. and to do this above all other considerations. Thus KDKA, as well as the other stations in the Westinghouse group, will continue..

"outstanding and meritorious public service.. encouraging, fostering, promoting, and developing American ideals of Freedom.. loyal and devoted service to the nation and.. the community we serve!"

Great as was the privilege of receiving the duPont Award, we are certain that the Committee will agree that the greater privilege was so to serve the listening public throughout one of the nation's most critical years, as to merit this significant, outstanding citation.

WESTINGHOUSE RADIO STATIONS INC

KDKA	KYW	WOWO	WBZ	WBZA	KEX
Pittsburgh	Philadelphia	Fort Wayne	Boston	Springfield	Portland

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

MORE PEOPLE are listening to KOIL than ever before. The plain fact is that KOIL dominates the Omaha-Council Bluffs area daytime audience—10 out of 14 hours rated. Analysis of the January Hooper Index shows KOIL has an average of 42.2 in the daytime. The next station has 26.4, giving each hour equal weight.

And always remember, there are more people in the four counties comprising the immediate Omaha-Council Bluffs trade area than in THREE TIMES as many counties in any other section of Nebraska or western Iowa. It's the biggest market between Chicago and Denver, Kansas City and Minneapolis.

REPRESENTED BY
EDWARD PETRY CO., INC.

GORDON GRAY
VICE PRESIDENT AND GENERAL MANAGER

5000 WATTS

KOIL

1290 K.C.

Basic ABC IN Omaha

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

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PROMOTION: Winfield Levi.

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard. *GL*adstone 7353.
David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

"Your ESSO Reporter"

NOW ON KWKH

U. P.-TO-THE-MINUTE NEWS from 50,000-WATT KWKH!

KWKH is proud to announce the addition of the Standard Oil Company of New Jersey, Louisiana Division, to its long list of distinguished clients.

Since March 1st, KWKH has carried "Your ESSO Reporter" to the Ark-La-Tex audience twenty-five times weekly.

Backed by all major CBS schedules, alert local programing and active promotion and merchandising service, the 50,000 watt signal of KWKH dominates a tri-state area embracing 47 counties. It is truly "the selling power in this buying market."

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Company

THE ANDREWS SISTERS

SHOW ORIGINATES AT KNX

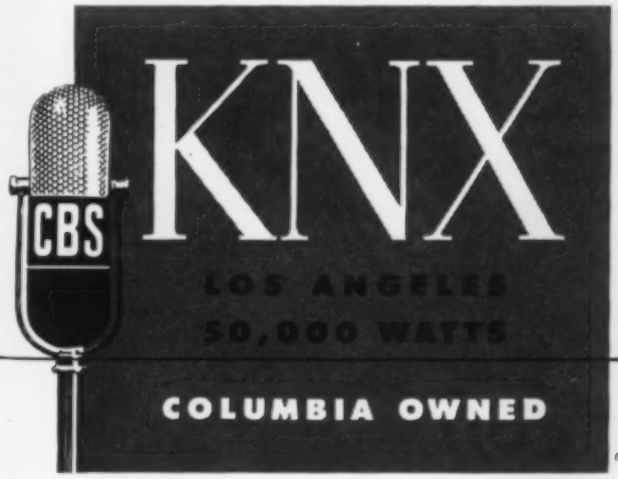
...so does "The Three Bees"

WHO changes air waves to heat waves at the drop of a down-beat? Who makes radios glow like Franklin stoves? The Andrews Sisters, of course . . . those fair-and-warmer weavers of blue-hot syncopation and moonlight moods . . . the girls who make the nation rock with foot-warming rhythm when they swing a song from coast-to-coast for the Nash-Kelvinator Corporations. And it all starts at KNX.

For KNX—CBS-in-Hollywood—is where hot-to-handle production tasks get cool-headed treatment by a skilled technical staff. And you've never seen *radioactivity* that equals the before-the-mike merriment of the Andrews Sisters. But every note—be it sizzling or sweet—gets deft delivery from KNX technicians.

KNX stages local programs with equal care, equal effectiveness. To prove the point, take *The Three Bees*, a spelling quiz conducted by word-wise Wes Battersea for the King Jewelry Company. It's 30 minutes of fun and information, prizes and surprises, with enough pulling power to keep Battersea buried in an avalanche of vocabulary lists from spellbound listeners. And like every local KNX program, *The Three Bees* is beamed to Southern California with the same network touch and quality that carries *The Andrews Sisters Show* across the nation.

KNX's talent for building local shows that give precision-planned results is available to you. Give us—or Radio Sales—a call.

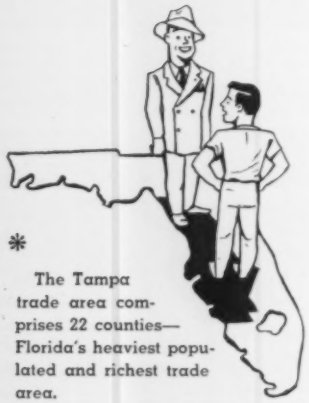


Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Columbia's Station for All Southern California

THERE ARE 22* IN THE TAMPA TRADE AREA.

. . . AND MOST OF THEM ARE IN WFLA'S PRIMARY ZONE



* The Tampa trade area comprises 22 counties—Florida's heaviest populated and richest trade area.

WFLA gives, night and day, thorough coverage of the heart of this constantly expanding market. Consistently, WFLA is the most-listened-to station in the Tampa-St. Petersburg market.

5000 WATTS DAY AND NIGHT

WFLA
The Tampa Tribune Station
TAMPA NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

ONE of radio's tallest jobs belongs to Harry R. Fees, the electrician who does the high climbing to keep the lights burning on WKY Oklahoma City's new 915 foot Franklin Double Antenna near Britton, Oklahoma.

To most people 915 feet is too far above the ground but not to Mr. Fees. He has been climbing to high places for a good many years, so when WKY erected the second tallest radio tower in the western hemisphere, he was the logical person to climb it.

While the 915 foot tower was being tuned, he spent hours at a time half way up on the structure while the engineers ran tests and telephoned up to him about adjustments. Now it is necessary to go up every few weeks since the lights must be kept burning as a warning to pilots.

Once, Mr. Fees strapped an eight-foot steel ladder to his back and took it to the half way point since he needed it as a permanent fixture to help him into the opening of the condensers and other equipment. The wind was blowing so strong that day that the ladder stood out almost straight behind him as he worked his way upward.

A small room at the half-way mark makes a cozy resting place for him and often he eats his lunches there.

Harry Fees at work on WKY tower.

Mr. Fees wanted a picture of himself on top of the tower, but no photographer volunteered, so the electrician lugged a 15-pound camera 915 feet up and took a picture of himself.

He admits his 915 feet climbs are a bit unusual, but he points out that no one is trying to get his job.

Sellers of Sales

FOR those who think radio offers slight opportunity for men over 30 with no previous experience, Arnold Carlsen's career as a member of Mutual's Midwest sales staff in Chicago is a modern version of an early Horatio Alger success story.

Mr. Carlsen joined Mutual in 1943 with a knowledge of radio limited to a speaking acquaintance with the family receiver. But in the sales field he had one of the outstanding records of the huge Chicago fraternity whose members have for years been famed for the ability to sell ice-cubes to Eskimos, and coal to Newcastle. Ever since graduating from the University of Illinois in 1918 with a B.S. in architectural engineering, with the exception of a few years over a drafting board, Arnold Carlsen has been selling and his experience in overcoming stubborn resistance has helped make him one of the network's top salesmen.

ARNOLD

An example of his success is seen in Mutual's Chicago office, where he is credited with accumulating one of the largest billings in 1945 in the network's Chicago headquarters.

Almost every major move made by Mr. Carlsen in the field of selling has been the by-product of a national calamity. In 1931 he resigned as Midwest sales manager of the Murphy In-A-Door Bed Company to try his hand at selling automobiles. At a time when people who bought new cars were apt to be stoned in the streets, Arnold went to work for a Packard agency. His reasoning was not only sound, but displayed his inventiveness: Only rich people could buy cars, and a rich man couldn't afford to be seen in a four-cylinder job without starting a run on his bank. After three years he was made general manager of a factory branch in Chicago.

When World War II came along, Mr. Carlsen brushed the dust off his transit and compass and resumed his old career as an engineer for

(*Continued on page 93*)

OUR LISTENERS COOK THEIR OWN MEALS

They're home folks. They buy their own groceries. They cook their own meals. They like their homes . . . and they like to get home.

We think maybe that's why we've got peak ratings for listeners. When they get home, they turn their radios on to WWDC, the entertainment station.

If you've got something to sell WWDC will move it at lower costs

41,000 REFRIGERATORS NEEDED IN WASHINGTON

The demand for refrigerators was placed at 41,000, a jump of 150%, and for ranges, 11,000, an increase of 300%. These figures are from The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC
the big sales result station in Washington, D. C.
represented nationally by
WEED & COMPANY

LILLIAN SELB WORKSHOP
ROCKLAND COUNTY
OUR ACRE
TOOLS
WHAT ARE WE GOING TO MAKE TODAY, MISS SELB?
WE'LL MAKE THE SELF-AUTOMATIC, ELECTRONIC TIME-BUYER'S BRAIN!
COMMUTER'S RAIL ROAD TICKET
ROCKLAND COUNTY TO FOOTE, CONE & BELDING
FOOTE, CONE & BELDING TO ROCKLAND COUNTY
ALL SET! NOW LET'S SEE IF IT WORKS -
HERE GOES!
WHAT A WASTE OF TIME WHEN EVERYBODY KNOWS IN NEW YORK, THE BUY IS
WOV's PRAIRIE STARS
WITH ROSALIE ALLEN!
VIC FULLER

AMERICAN FOLK SONGS AND HILL BILLY MUSIC FIND EAGER LISTENERS IN NEW YORK . . .

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is "Prairie Stars" with Rosalie Allen. Here's an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday at 10:15 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

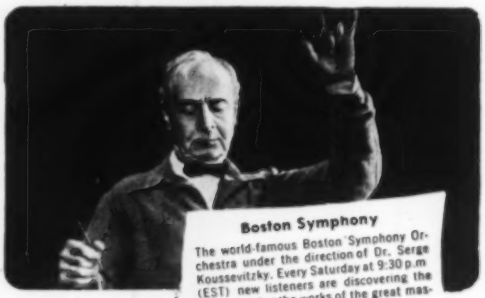
WOV
New York
THE KEY TO TWO MARKETS

Another smash in THE SATURDAY EVENING POST March 16, 1946 *...to build a bigger audience for ABC advertisers*

For truly great music...

Listen to ABC

AMERICAN BROADCASTING COMPANY



Boston Symphony

The world-famous Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky. Every Saturday at 9:30 p.m. (EST) new listeners are discovering the joy of hearing the works of the great masters. (Allis-Chalmers)

Sunday Evening Hour

Renowned guests from concert and opera . . . with the Ford Symphony Orchestra and Chorus interpreting the music of great composers. A heart-warming program, on ABC every Sunday at 8 p. m. (EST). (Ford)

Metropolitan Opera

The entire season of Saturday afternoon operas from the stage of the Metropolitan Opera House. During intermissions hear the Opera News of the Air, the Opera Quiz and the Opera Round Table—discussions by noted musical authorities. Tune in at 2 p.m. (EST) every Saturday. (The Texas Co.)

Piano Playhouse

Out-of-this-world arrangements of classical and popular music played on three grand pianos by Cy Walter's Piano Playboys. A popular Sunday feature with Milton Cross as commentator.

Southernaires

Folk songs . . . spirituals . . . music of the old South . . . sung by five harmonious male voices. Listen to the Southernaires next Sunday morning at 10:30 (EST)—and you'll want to hear them every week.

Hymns of All Churches

Fred Jacky conducts a choir of beautifully blended voices in favorite hymn selections. For your complete enjoyment mornings at 10:30 (EST) Monday through Friday. (General Mills)

FOR the kind of music you like to listen to quietly in a darkened room . . . hear the symphonies, the operas, the vocal and instrumental programs on your American Broadcasting Company station. On this page are shown a few of the outstanding programs you can enjoy when you listen to ABC.

There's plenty of popular, danceable music, too—played for you by such great name bands as *Paul Whiteman's, Guy Lombardo's, Woody Herman's, Sammy Kaye's*. The ABC weekly program is studded with sparkling musical shows—*Sunday Evening Party, Pages of Melody, Senior Swing, The Jack Berch Show*, and many more.

Maybe it's because so many p[eo]ple enjoy hearing good music [that] they are setting their dials to A[mer]ican network stations today. A[lready] Twenty-Two Million familie[s from] coast to coast listen to AB[C-are] learning that the easiest way [to en]joy good music of *every* kind is [to] set and *stay* on ABC!

American Broade[asting Company]

A NETWORK OF 19[8] RADIO STATIONS

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience *during good time periods at low cost* are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 198 stations reach Twenty-Two million families, located in practically every major market in the U. S. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

Time Buyers—note well!

"The radio broadcasters of this Country fully recognize their responsibility to the American people."

★ ★ ★ ★ ★

Upon the occasion of the presentation of the Alfred I. duPont Radio Awards—Dr. Francis P. Gaines, president of Washington & Lee University and Chairman of the Alfred I. duPont committee of awards, said:

"The 1945 radio station award is presented in recognition and appreciation of outstanding public service in encouraging, promoting and developing American Ideals of freedom, and for loyal, devoted service to the nation and the community it serves."

On behalf of Gardner Cowles, Jr., president, Cowles Broadcasting Company, Brigadier General Luther Hill, vice-president, Cowles Broadcasting Company, responded:

"I have often thought how each station, like each individual—like you and I—have distinct personality, a character all of our own—different from everyone else. This station's character—this WNAX—is not only the composite of the men and women who manage and operate it but it is also a part and parcel of the people that it serves. Who are these people that it serves? To whom does this award go? It goes to the great people of the States of South Dakota, Minnesota, Iowa, Nebraska and North Dakota—a people with a sense of humor in time of strife, respecters of authority and acceptors of responsibility—men and women with a deep sense of affection for their fellow men.

"Dr. Gaines, Mrs. duPont, we of the WNAX family, staff and listeners alike appreciate the great honor done us. We shall, by the grace of God, go forward to the best of our ability."

.... WNAX *A Cowles Station*

SIOUX CITY - YANKTON

Affiliated with the American Broadcasting Company

"Thistlewaite, you can lead the Bobsy-Wopsy Company to prosperity!"

● Greater miracles than this have been accomplished through spot broadcasting! For ability to produce *sales* at lowest cost, when and where desired—for flexibility, selectivity and *efficiency*, no other form of advertising can equal it.

Of course national spot demands more brain-work and *trouble* than "easier" media. That's where F&P come in. For more than thirteen years, F&P have been taking a big part of the load off the shoulders of leading advertisers and agencies all over the United States. Can't we absorb some of *your* troubles? Give us a ring when you need help!

EXCLUSIVE REPRESENTATIVES:

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BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

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BROADCASTING

VOL. 30, NO. 11 WASHINGTON, D. C., MARCH 18, 1946 $5.00 A YEAR—15c A COPY

Freedom of Air at Stake, Solons Declare

FCC Bid for Radio Censorship Is Attacked

By ROBERT K. RICHARDS

THERE WERE RUMBLINGS in Congress last week as members of the Senate and House Interstate Commerce Committees delved into the program report of the FCC—the Commission's latest and most overt bid for control of America's free radio.

Not all of the members had time to digest the 139-page report on *Public Service Responsibility of Broadcast Licensees*. Many of them were concentrating their attentions on the Lea-Vandenberg bill (S-63), a measure aimed to curb the ambitions of another who aspires to dictatorial powers over radio.

But the reaction from nearly all of those who did read it was immediate and emphatic. They don't like it. They don't believe the Communications Act of 1934, which created the FCC, was intended to empower that body to supervise American programs.

There was one striking exception. Senator Burton K. Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee, said of the report: "Generally, I approve it." His colleague, Senator Wallace K. White (R-Me.), father of the Communications Act, said he did not care to comment until he had studied the FCC report more thoroughly.

Broadcast Reaction Slower

Reaction within the broadcasting industry itself was less spontaneous. Most broadcasters had not seen the full report. Those who had, for the most part, reserved comment.

But the NAB, whose president, Justin Miller, has labeled the new program procedure as unconstitutional, was not idle. Mr. Miller, with A. D. Willard Jr., executive vice president, met in New York's Berkshire Hotel Thursday night with a group of industry leaders. Their object was to discuss the industry's next move.

Obviously they had three choices: (1) to submit to the report; (2) to compromise or (3) to fight. Sentiment at NAB headquarters appeared to favor the third course. Among the networks there was evidence of bridling. No one contacted by BROADCASTING seemed to favor unconditional surrender. Nevertheless, most informed sources could not justify a compromise—because any compromise would be at a sacrifice on basic issue: Is Government to limit freedom of the air?

'Exploratory'

The dinner meeting convened at 6:30 p. m. and lasted until midnight. Commenting following it, Mr. Miller called it "purely exploratory." He said, "We discussed every item of the FCC report."

He said there were three possible lines of approach in meeting the Commission move. "Judicial determination or legislation, or a combination of both, were discussed," he added. He said none was adopted as the proper course to follow. No one present was certain that any of the three possibilities was the proper one, Mr. Miller observed, adding that the meeting adjourned with all present determined to study the report further.

No date was set for the next meeting, but it probably will not be until next month. Mr. Miller leaves next week to attend mid-western NAB district meetings.

Attending the New York session were Louis Caldwell and Horace Lohnes, Washington broadcast attorneys; Frank Stanton, president, CBS; Theodore C. Streibert, president, WOR New York; Robert D. Swezey, executive vice president and general manager, MBS; Lewis Allen Weiss, vice president and general manager, Don Lee Broadcasting System; Frank Mullen, executive vice president and general manager, NBC; Robert Kinter, vice president, ABC; Adrian Samish, vice president, ABC; Benedict Gimbel, owner WIP Philadelphia; E. M. Stoer, vice president, Hearst Radio; Clair McCollough, general manager, Mason-Dixon Group; James Lawrence Fly, former chairman, FCC; Sydney Kaye, attorney; Arthur Garfield Hayes, counsel of the American Civil Liberties Union; Paul W. Morency, vice president, Travelers Insurance Corp., licensee of WTIC Hartford; Mr. Miller, Mr. Willard and Don Petty, general counsel of NAB. Invited but unable to attend were Luther Hill, vice president, Cowles Broadcasting Co., and Edgar Bill, president, WMBD Peoria.

Perhaps no one defined the issue more clearly than Rep. Richard F. Harless (D-Ariz.), a member of the House Interstate & Foreign Commerce Committee.

Harless Defines Issue

Mr. Harless said:

"It was certainly not the intention of Congress at the time the FCC was established to place within its hands complete control of radio programs. The FCC has a definite function in administering the engineering mechanics of radio. To permit the Government agency to dictate the types of programs that radio stations could provide would be contrary to the doctrine of 'freedom of the air'.

"To have Governmental review of radio programs would definitely be a violation of freedom of speech. We might as well have a review of the contents of newspapers. It has been a cardinal principle of dictators to acquire control of radio

(*Continued on page 101*)

Hyde May Be Elevated to Commission

Way Opened for Merit Promotion as White Declines Post

By SOL TAISHOFF

ELEVATION of General Counsel Rosel H. Hyde to fill the Republican vacancy on the FCC was predicted last Friday, after Sen. Wallace H. White Jr., (R-Me.), Minority Leader, eliminated himself from consideration.

Mr. Hyde

Mr. Hyde, twice before considered for a commissionership, may be nominated this week by President Truman for the unexpired term of the late William H. Wills, who died March 6. This term runs until June 30, 1951.

Support of bandwagon proportions developed for Mr. Hyde last week after Senator White had indicated to friends and confidants that his commitments as Senate Minority Leader during this campaign year and his obligations to his Maine constituency would preclude consideration of the FCC post. Only a Republican rebellion —and this was not strongly indicated—could thwart the Hyde "merit" promotion, according to usually informed sources.

It was conceded that Sen. White could have had the appointment if he had wished, and that President Truman was disposed to make the proffer. But word was transmitted to the White House through colleagues of the co-author of the Radio Law, that he could not consider a commissionership.

Nominally, there were several other names on the list. But Mr. Hyde had such solid endorsements from both Republican and Democratic quarters that his nomination seemed assured. In addition to members of his party, the 46-year-old Idahoan, who has served on the FCC and its predecessor Federal Radio Commission since 1928, had the support of former chairman Paul A. Porter and of Acting Chairman Charles R. Denny Jr.

It was made clear again last week that the President has no immediate intention of naming a successor to Mr. Porter, either to the Commission or as permanent chairman. That post will be kept open presumably until Mr. Porter decides whether he will return to the FCC. That decision will come only after he feels that he has completed his assignment.

Several other names also are understood to have been advanced for the Republican vacancy. Among these were: Capt. F. O. Willenbucher, retired naval communications specialist, an attorney who shortly will go on inactive status

(*Continued on page 100*)

The New Order

FCC is sending investigators to standard stations that are applicants for FM facilities to check full station records against complaints alleged to have been received. Precedent established preparatory to Boston FM hearings scheduled April 2. Program matters will be studied. FCC also has sent full 139-page program report to 15 applicants who received first full post-war FM construction permits.

Draft of Anti-Petrillo Bill Expected

Lea-Vandenberg Measure Studied by Conferees From Both Houses

SENATE-HOUSE conferees this week are expected to report to their respective Houses a final draft of the Lea-Vandenberg bill (S-63) to protect American broadcasting from excessive demands of James Caesar Petrillo.

The House on Tuesday, by an overwhelming vote, cleared the way for final consideration of the measure that has hung fire for more than a year. By a 309-39 vote the House ordered conferees named to meet with Senate conferees. Rep. Vito Marcantonio (AL-N. Y.), who opposed unanimous consent to name conferees a fortnight before [BROADCASTING, March 4], said he wanted all members to go on record in what he termed "the most extreme anti-labor legislation that has ever been passed by the House."

Conferees are: Senators Johnson (D-Col.), Tunnell (D-Del.), Myers (D-Pa.), White (R-Me.), Austin (R-Vt.), and Representatives Lea (D-Cal.), Bulwinkle (D-N. C.), Harris (D-Ark.), Reece (R-Tenn.) and Brown (R-Ohio). They were to meet at the call of Sen. Johnson, chairman of the upper House group.

AFRA Petition

A lengthy petition in opposition to the Lea-Vandenberg bill was sent to the conferees on March 9 by the American Federation of Radio Artists. Signed by Emily Holt, national executive secretary, and George Heller, assistant, the petition charged that the House-passed Lea version of the measure is "unconstitutional, it is class legislation, it is discriminatory, it impairs freedom of contract, it carefully nurses and protects the employer who has made swollen profits while at the same time making a crime of acts of the employe."

AFRA said that although the bill has been called "anti-Petrillo", it actually would affect AFRA in its collective bargaining with stations. On the Interlochen, Mich. Music Camp incident—which prompted the original Vandenberg bill—AFRA had no comment, but pleaded with the conferees that professional radio artists welcome amateur productions.

On the other hand, the actors-singers-announcers-sound effects union charged that under the Lea-Vandenberg bill stations might very well broadcast mostly amateur productions to the detriment of AFRA members.

The bill "does not protect educational or cultural programs," AFRA charged. "On the contrary it curtails them because there is no compulsion on the licensee to accept any educational or cultural program. In fact, the radio industry refuses constantly to broadcast such programs because of lack of time on the air which is largely devoted to commercial, profit-making programs."

AFRA opposed every section of the bill, said that "we have at no time been afforded a public hearing either in the House or in the Senate or an opportunity to present testimony and witnesses concerning its effect upon us." Former Sen. D. Worth Clark (D-Idaho), chairman of a Senate Interstate Commerce subcommittee which reported the original Vandenberg measure, held extensive public hearings. Rep. Lea, chairman of the House committee and author of the revised bill, said his committee likewise "went into the whole problem at length" in a series of public hearings, but that neither AFRA nor the AFM appeared.

Marcantonio Argument

In his argument against the bill last Tuesday, Rep. Marcantonio said: "A vote in the affirmative, under the circumstances, is a vote for the bill. A vote in the negative can be construed as a vote against the bill." That being true, the House is more than 7-1 in favor of curbing Mr. Petrillo's excessive demands of broadcasting. The bill passed the House 222-43.

Rep. Brown, strong proponent of the measure, took issue with Rep. Marcantonio's contention that the bill would make strikes illegal. The Ohioan, a newspaper publisher, said, "The only thing this bill does . . . and as the House has decided should be done, is to prohibit, as illegal, certain acts in the broadcasting field, and to provide that anyone who attempts to compel the performance of such illegal acts shall in turn be considered as violating the law and shall be punished therefor."

A week earlier Rep. Brown inserted in the *Congressional Record* a letter signed by A. Jerd Bayless, director, Lincoln High School Band, Canton, Ohio, and concurred in by Robert D. Stump, director of the McKinley High School Band, and Sam L. Bell, Lehman High School Band director, also of Canton, charging that Mr. Petrillo's union had forbidden school bands playing at class parties without union permission.

Mr. Bayless wrote Rep. Brown that a representative of the AFM told him that should the school band refuse to "cooperate" the union "would be forced to employ certain clubs as a means of retaliation; notably the suspension of high school students from union membership, the levying of fines, and the blacklisting of all functions emanating from Lincoln High School, even though said functions might be held outside the school."

Drawn for BROADCASTING by Sid Hix

"We have a little problem here, Dr. Einstein, and we were wondering . . ."

Campaign for Cleaner

BOYLE-MIDWAY Division of American Home Products started on March 5 for 13 weeks a spot campaign in 20 cities throughout the East and Middle West for Old English Powdered Cleaner. Campaign consists of station chainbreaks, spot announcements and participation. Agency is Al Paul Lefton Co., Philadelphia.

Schenley Campaign

SCHENLEY DISTILLERS Corp., New York (Roma Wine Co.), has started a radio campaign for 13 weeks of one-minute transcriptions and chain breaks. Spots include a calypso tune sung by a vocalist with a semi-Spanish accent and will be placed on 26 major market stations. Spots are in addition to Roma network show, *Suspense*, on CBS. Agency is Biow Co., San Francisco.

MBS Visits CBS

IT ISN'T often that Mutual comes to CBS. Last Wednesday, however, that precedent was broken when three distinguished members of Mutual's board of directors were present at CBS to view the network's color television demonstration. The three Mutual executives were Lewis Allen Weiss, Don Lee, Hollywood, Willet H. Brown, Don Lee, Hollywood, and H. K. Carpenter, WHK Cleveland.

MILLION IN SPOTS ARE PLACED BY C-P-P

COLGATE - PALMOLIVE - PEET Co., Jersey City, has started a million dollar spot announcement campaign for its product, Veto, a cream deodorant, on 290 stations effective March 4. Contract for 52 weeks for one minute transcribed jingles, 10 weekly on each station, was placed by Ted Bates Inc., New York. Betty Bruns is timebuyer for account.

Format of each disc is the jingle:
"It's antiseptic safe, it's new,
Safe for skin, for clothing too.
Keeps you dainty through the day
Hear what these nurses say."

End is straight copy quoting nurses reaction to the product. Account is also using magazines and newspapers in addition to radio.

Longines Extends

LONGINES - WITTNAUER WATCH Co., New York, has extended *The World's Most Honored Flights*, half-hour program on 138 stations in the U. S. and Canada and featuring Capt. Eddie Rickenbacker, from a series of 13 presentations to a total of 18. Series will end in June instead of April. Arthur Rosenberg, New York, is agency.

Edgeworth Signs

LARUS & BROTHERS Co. Richmond (Edgeworth Tobacco), will sponsor Ed Sullivan, Tues. 9-9:15 p. m. on ABC starting April 2. Agency is Warwick & Legler, New York. Firm drops sponsorship of Guy Lombardo and His Royal Canadians, Tues. 9-9:30 p. m., on ABC as of March 26 for Chelsea cigarettes [BROADCASTING, Mar. 4].

Ethyl Campaign

ETHYL Corp., New York, is starting a year-round spot campaign this spring on more than 50 major stations for its new cleaner. Consisting of one-minute spots, chainbreaks and participations on local programs, drive will be inaugurated in each market with 24 announcements divided among the stations in that area for the first week. Starting date in each city depends upon dealer's supply of stock. Agency is BBDO, New York.

Peabody Honors 5 Stations, CBS

5 Individuals Given Citations; Denny Repeats

GEORGE FOSTER PEABODY awards for outstanding contributions to American radio were announced today at a dinner at New York's Hotel Commodore.

Here are the winners.

KFWB Hollywood, KOMA Oklahoma City, WOV New York; WHAS Louisville, CBS and a special citation to KRNT Des Moines.

Individual honors will go to Paul W. White, director of public affairs, CBS; Arnold Hartley, program director, WOV; George V. Denny, moderator *America's Town Meeting of the Air;* and to Edgar Bergen and Arch Oboler.

Mr. Denny is the first to win the coveted award twice. He was a victor in 1943.

Awards will be made at a dinner in New York April 24.

The award for outstanding public service by a regional station was won by KFWB Hollywood for its program *Toward a Better World* —a unique coverage of the United Nations Conference in San Francisco, wherein trained analysts, statesmen, reporters and "men in the street" were utilized so as to give a comprehensive critical understanding of the complexity of the problems of the Conference.

Mr. Denny

In the same class, there were two additional awards, to WOV New York—and particularly to Arnold Hartley, WOV program director and writer, for his script, "Mr. Columbo Discovers America" —and to WHAS Louisville for *Wake Up Kentucky.*

WOV's Arnold Hartley is a Phi Beta Kappa, a graduate of the U. of Chicago and the Sorbonne in Paris. After joining WOV, his scripts and productions have been outstanding, particularly "Mr. Columbo Discovers America," for which he received the special Peabody recognition.

Script on Italians

Mr. Columbo concerns the experience of Italians integrating into the American way of life over a two-generation span. It was first heard Dec. 3 last year and has since been repeated on the station.

For outstanding community service by a local station, KOMA Oklahoma City was cited for its *Save a Life* program designed to reduce traffic accidents. KOMA is a CBS affiliate.

CBS and Paul White, network news chief, took first honors for news reporting and interpretation. The citation reads: "The Peabody Award for the Outstanding Reporting of the News goes to CBS and in particular to Mr. Paul White who has brought into action a reportorial team which is preeminent. They have done their work with a latitude, a judgment and a sense of responsibility which derives in no small measure from his direction. To Mr. White and his team go our unanimous thanks for such expert coverage."

Mr. White

Mr. Hartley

Paul White was the first news editor of CBS, a position he was named to in 1930. Although his formal title now is director of public affairs for CBS, the reporting and interpretation of the news is his main concern. It is through his direction that the network's news operation has been called "the most adult and efficient" in radio. He is also responsible for the acquisition of such reporters as Edward R. Murrow, William L. Shirer, Eric Sevareid, to name a few.

To KRNT Des Moines went a special citation "for its forethought and enterprise in sending a newscaster to New Mexico, there to record the only on-the-scene broadcast of the Atomic Bomb on trial." KRNT is a Cowles station, affiliated with ABC.

The Peabody committee designated a double award to Edgar Bergen and Arch Oboler for Entertainment in Drama. "There are two awards for Entertainment in Drama," reads the citation. "Working within a formula sanctioned by long usage and great popularity, Edgar Bergen has brought to the air a mimicry, an original wit and a power of characterization which are refreshing. To him and his incomparable but underpaid assistants, Charlie McCarthy and Mortimer Snerd, a Peabody Award for many laughs."

After many years on the vaudeville stage, Mr. Bergen appeared one December night in 1936 on the Rudy Valee show. His popularity on that show has lasted through the following ten successful years. He, Charlie and Mortimer are heard every Sunday night, 8-8:30, NBC.

Mr. Bergen

Second recipient of the Drama Award, Arch Oboler, brilliant young radio playwright, received his citation "in recognition of his pioneering and continuing efforts, imaginative and intelligent, not only to adapt drama to the requirements of radio, but to create a dramatic form especially for broadcasting." The board stated that Mr. Oboler was chosen "in admir-

(*Continued on page 96*)

Three of Five Like Radio With Ads

U. of Denver Survey Shows Radio Holds Lead Over Movies

THREE out of five listeners prefer their radio programs with advertising, and 84% prefer to do without movies rather than without radio, according to a nationwide survey by the National Opinion Research Center, University of Denver, conducted in cooperation with the NAB.

More than four out of five listeners believe radio is doing an "excellent" or "good" job, the survey shows. Criticism of radio commercials is limited to 29% of the population, the remainder complaining of poor talent, disagreement with speakers, bad taste, daytime serials and jazz. One out of three persons had no complaint.

Results of the survey were compiled by the university and made public by it a few days after the FCC had complained that too few broadcasts are devoted to the public interest and that they reek with "commercialism." In its impartial study the university contacted listeners with one main purpose, at NAB's suggestion. That was to find out whether radio is doing a community service job compared to other public service agencies; if not, what's wrong with radio.

Listener contacts were made in November and December by the university's research center.

Accomplishments of churches and public schools were commended by smaller majorities than radio, the survey reveals, a minority believing that local governments are doing either a "good" or "excellent" job.

Cover Popular Reactions

First postwar study on a major scale, the survey covered popular reactions to radio as an integral part of American life. Complete findings will be published in book form this summer by University of North Carolina Press. All types of people, minority groups and residents in each geographical area were covered by the cross section.

NORC is an academic institution working under grants from the Field Foundation and the University of Denver. The survey, made by 200 trained interviewers over the country, included 2,246 confidential interviews. Error is believed to be within 3% of true opinion in 997 surveys out of any 1,000 conducted under comparable conditions. The study was designed to uncover all possible complaints of listeners against broadcasting.

Asked what kind of job radio, schools, local government and churches are doing, these results were revealed:

	Excellent or Good	*Fair or Poor*	*Undecided*
Radio	82%	11%	7%
Churches	76	14	10
Schools	62	23	15
Local govt.	45	38	17

Excellent ratings were distributed in this manner: Radio 28%; churches 25%; schools 17%; local government 7%. Only 1% believe radio is doing a poor job.

College educated persons were more critical of all four institutions than any other population group, and 17% rated radio stations as "fair" or "poor" whereas only 10% so rated among those with only high school education. Community job done by local government is considered "fair" or "poor" by 48% of college group, 35% of those with high school or grade school train-

(*Continued on page 94*)

Hearings Held on Washington FM

11 Applicants Left After Withdrawals Deplete Original List

By JACK LEVY and RUFUS CRATER

WITH PROGRAM records of AM licensees given particular attention, the first hearings on FM were completed last week when 11 applicants for stations in the nation's Capital submitted their bids for the 11 available frequencies.

Although the number of applications and frequencies were equalized as the result of the last-minute withdrawal of Marcus Loew Booking Agency, the Commission rejected joint and individual petitions of applicants to grant without hearing. It was understood the Commission, in denying the motions, regarded the allocation of 11 frequencies as an arbitrary one and not binding. It was also felt the applications could be better handled through hearings in view of the number involved.

Proceedings Streamlined

Confining testimony to matters not contained in formal presentations, Examiner Benedict P. Cottone heard all 11 applicants in four days. Proceedings were to begin Monday morning but were recessed when one of the original 12 applicants asked to withdraw and motions to grant without hearing were presented. Upon denial of the motions, hearings began Monday afternoon and were completed Friday.

Agreement by counsel for the various applicants at a pre-hearing conference with Commission Counsel Samuel Miller to eliminate all but relevant questioning speeded up proceedings. All applicants also waived the privilege of filing proposed findings in the interest of early action. This will enable the Commission to make its decisions final, with conditional grants to be issued only in cases where engineering questions remain in doubt. It was expected the cases will be decided within a month.

Aside from programs, the Commission questioning of witnesses was directed largely to financial qualifications of applicants, local interests, duplication of programs by standard broadcasters, network policies with respect to FM operations of affiliates, length of time AM licensees expect to continue dual operations.

The hearings revealed interest of newcomers in broadening the scope of programs on FM stations, particularly from the standpoint of utilizing the extensive educational and cultural facilities available in Washington. One of the applicants, a cooperative organization, proposed to eliminate advertising pleas which are "too often distasteful and even offensive."

Counsel for applicants were: Edward Wheeler and D. F. Prince, for Mid-Coastal Broadcasting Co.; John P. Southmayd, for Commercial Radio Equipment Co.; Thomas Dowd, for WWDC; Paul M. Segal, for Cowles Broadcasting Co.; Gustave Margraf, for NBC; Monroe Oppenheimer for Metropolitan Broadcasting Co.; William C. Koplovitz, for Potomac Broadcasting Cooperative; Duke M. Patrick, for WMAL; Philip G. Loucks, for WINX; Leonard Marks, for Theodore Granik; and Stephen Tuhy Jr., for Chesapeake Broadcasting Co.

First applicant heard was Mid-Coastal Broadcasting Co. J. V. Cosman, who has a 49% interest in the company and is chief owner of WPAT Paterson, N. J., testified the proposed station would operate during the first six months on a six-hour schedule and would be on a fulltime basis in 15 months after taking the air. Under questioning by Commission Counsel Samuel Miller, he estimated there would be 25,000 FM sets in use in the Washington area in a year and 75,000 sets in two years. Mr. Cosman proposed to draw from various government facilities for educational and cultural programs.

Joel S. Kaufmann, treasurer of Kay Associates Inc., Washington, which manages a chain of jewelry stores, and interested in various other businesses, was questioned closely as to how much time he would give to the proposed station. Mr. Kaufmann, who also has a 49% interest in the proposed station, testified he was in charge of electronic production for the Navy in the New York and New Jersey areas. Both he and Mr. Cosman were lieutenant commanders in the Navy.

Second Applicant

Everett L. Dillard, owner of Commercial Radio Equipment Co., second applicant to be heard, said he planned an ultimate 18-hour weekday and 16-hour Sunday schedule, with a six-hour day to start. Time would be sold commercially "when there are enough sets to justify a reasonable return to the advertiser," conceivably by the time the station goes on the air. Ultimate plan: About 49.4% commercial, 50.6% sustaining. He proposed to seek special authorization to operate W3XL, his Washington experimental FM station, on a six-hour basis pending completion of the proposed commercial station (probably next fall), as a means of serving present FM listeners and building good will for the art.

Mr. Dillard, who also owns KOZY (FM) Kansas City, proposed to use the services of a citizens' committee to make suggestions for community programs. He outlined a policy emphasizing attention to public interest; cooperation with civic, charitable and educational enterprises; good music; factual newscasting; unbiased handling of controversial subjects; avoidance of excessive use of advertising copy; free use of facilities by local and federal governments to promote better understanding of public affairs; use of live talent so far as practicable; "absolute fairness" in commercial contracts.

Hudson Eldridge, who would understudy Mr. Dillard as general manager, testified that with O. R. Wright, who would be salesman for the station, he had contacted a

(*Continued on page 98*)

Short Commercial

WESTINGHOUSE radio stations entertained some 200 advertiser and agency guests last Thursday at luncheon at the Waldorf-Astoria, New York. Lunch was accompanied by concert music, followed by entertainment; guests were presented with pocket lighters. Westinghouse part of program was to introduce officials of its stations. One guest on leaving remarked: "Even the FCC couldn't object to that proportion of commercial to pure entertainment."

Second Schedule of Hearings Adopted

FCC Sets Up Calendar For Four-Month Period

(*See schedule on page 14*)

THE SECOND schedule of hearings on broadcast cases since the resumption of normal licensing procedure was adopted by the FCC last week with the setting of a four-month calendar covering approximately 300 AM, FM and television applications.

The calendar provides for the resumption of clear channel hearings on April 18, with two weeks reserved for the proceedings. Provision is also made for hearings to promulgate rules governing transfer of stations, in accordance with procedure advocated in the Avco decision. Date of these proceedings is to be specified later.

Presiding Officers Later

Unlike the schedule for the first three months of 1946 (BROADCASTING, Dec. 10), the new calendar does not provide for members of the Commission to conduct all hearings in the field. Necessity of maintaining a quorum in Washington, it was explained, will permit commissioners to preside only at some of the hearings, with staff members to be assigned to others. Presiding officers for both Washington and field cases will be determined at a future date.

With two exceptions, the Commission reserved the first two weeks in April for hearing engineering testimony on cases in which all but technical evidence had been taken. The exceptions comprise hearings originally scheduled for March and unavoidably postponed. These include applications for FM stations in Boston, which will be heard by Commissioner Durr beginning April 2.

Five Sets of Hearings

During the last two weeks in April, when the Commission sits en banc for the clear channel proceedings, all broadcast applications will be heard by staff members.

Most of the television, FM and local AM applications will be heard in the field, but where substantial engineering testimony is required, the Commission said, hearings will be held in Washington. It was pointed out that from the standpoint of both Commission and private engineers such questions can best be handled in the Capital. Presiding officers are given authority to hold engineering sessions in Washington before or after dates scheduled for field hearings.

As with its first calendar, the Commission has provided for five sets of hearings running simultaneously—three in Washington and two in the field. Although efforts were made to avoid hearing two applications on the same day in which the same individual attorney is appearing, the Commission said it was impossible to avoid conflicts with respect to law firms. In all such cases, however, it was pointed out the firms have sufficient members to cover the various hearings.

The Commission said its experience with the calendar for the first quarter demonstrated that the designation of one day to hear each application is more than adequate, particularly in proceedings where pre-trial conferences are held. The one-day-per-application practice is therefore being continued and parties to proceedings are urged to prepare their cases to conform with the schedule.

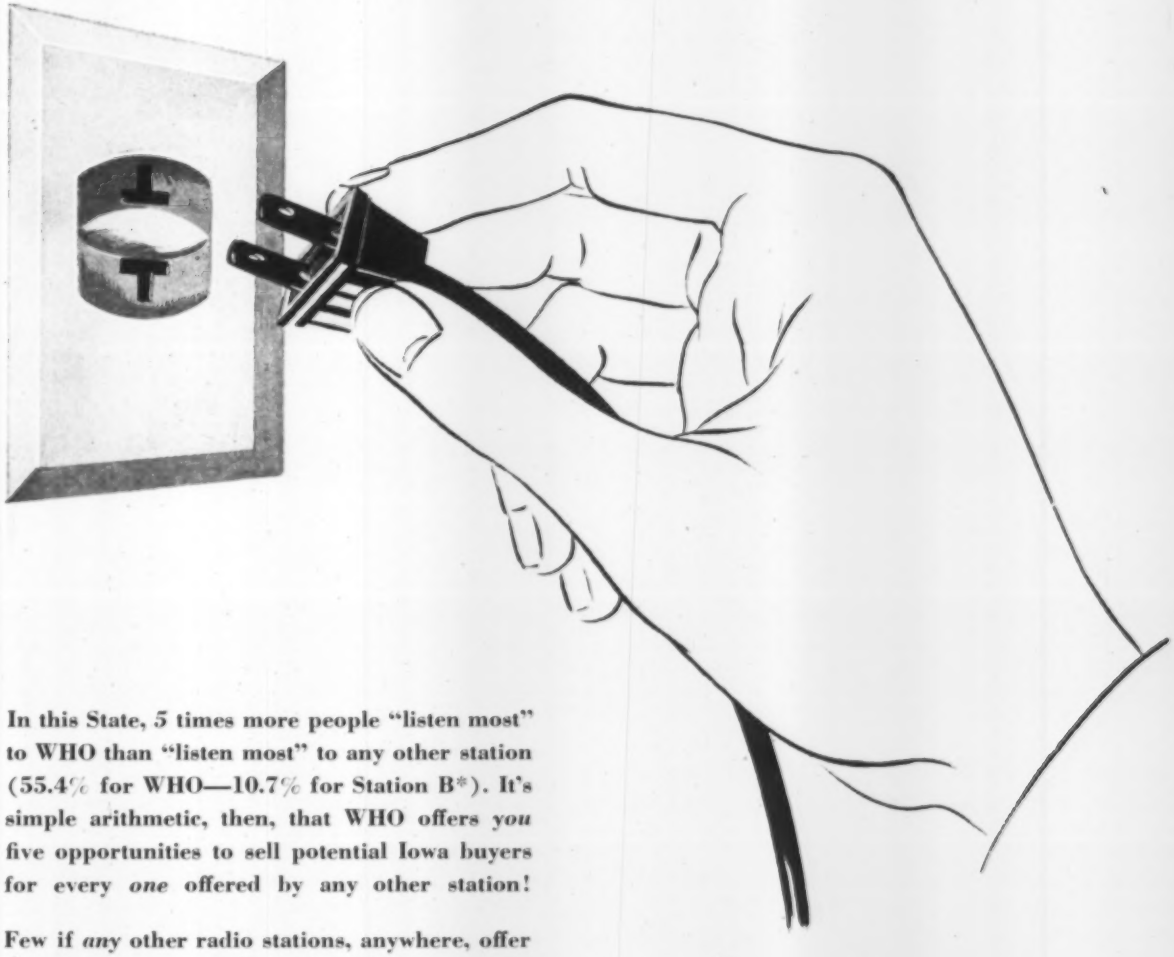
Because of the crowded docket, the Commission stated it will not entertain requests for postponements for a specified period of time, as such action would cause conflict with other hearings now being scheduled. If a case cannot be heard on the date scheduled, it declared, "it will be removed from the calendar for rescheduling at a subsequent date, later in the summer or early fall."

The new calendar includes all broadcast applications which had been given hearing designations

(*Continued on page 97*)

Iowans who "listen most" to WHO buy 5 times more APPLIANCES than those who "listen most" to any other station!

. . . . there's 5 times as many of 'em!



In this State, 5 times more people "listen most" to WHO than "listen most" to any other station (55.4% for WHO—10.7% for Station B*). It's simple arithmetic, then, that WHO offers *you* five opportunities to sell potential Iowa buyers for every *one* offered by any other station!

Few if *any* other radio stations, anywhere, offer the spread or intensity of coverage that WHO delivers in Iowa. WHO has earned that preference by giving superior *programming*, superior *showmanship*, superior *public service*. Write us or Free & Peters for the facts—or ask anybody in Iowa!

*** Statistics are taken from the 1945 Iowa Radio Audience Survey, an annual, State-wide survey which *for the past eight years* has been accepted as one of the most thorough and authentic listener-studies in America. It's yours for the asking!**

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

The Research Battle Lines Are Formed

The Case for CAB . . .

By A. W. LEHMAN
President of CAB

THIS is a brief analysis of three major factors which cause differences in the results obtained in radio research. First of all, however, the writer must emphasize one overwhelming difference which distinguishes the Cooperative Analysis of Broadcasting from other radio research organizations. It is more than a difference, it is a distinctive principle.

Mr. Lehman

CAB is a membership organization. Its members are those who are most concerned with commercial radio—the advertisers who sponsor radio programs, their advertising agencies who buy radio time and the medium which sells radio time.

CAB is their organization. Through a board of governors, these members control research standards and all costs of the research. Only through such an organization can diversified viewpoints of all groups be adjusted. Only in this way can a standard, validated research service be developed.

Back in 1929, CAB became the first national radio research organization. It was founded on a cooperative basis to establish radio's standard rating service. Today that program is still vital if radio research is to be impartial, objective and standardized.

Just as the facts of life interest everyone, so do the specific services being performed. Therefore, the writer turns now to the analysis of actual research operations.

Two of the leading radio research organizations—the Cooperative Analysis of Broadcasting Inc., and C. E. Hooper Inc.—conduct telephone interviews to determine nationwide listening habits. One important part of their research work is the measuring of network program audiences. The size of each program's audience is expressed as a rating.

Differences

There are differences in the ratings published by CAB and Hooper and this condition brings to light several important working differences in the two organizations. The size and nature of 'these ratings are affected by the way each or-

(*Continued on page 42*)

The Case for Hooper . . .

By C. E. HOOPER
President, C. E. Hooper Inc.

THE ARGUMENT over the rating services which has long raged in the industry is beginning to resolve itself. It was inevitable that it would—just as inevitable as the ultimate decision which, to the discerning, was indicated as far back as October, 1942, when the industry finally and definitely established the telephone coincidental as the basic technique in continuous radio audience measurement. It was a controversy forthrightly joined by able and competent researchers in agencies and elsewhere who, like the atom bomb scientists, began properly to speak up on a subject on which they were expert and informed.

Mr. Hooper

Consequently, if the discussions have developed some heat, they have also generated considerable light. Enough illumination has been provided to enable even the veriest statistical neophyte to appraise the technical research operations of the competing services. This is no place to repeat the facts, solidly documented, which we have frequently presented—and which still obtain.

Even more important, there is enough light to see the direction in which we have travelled, and the extent to which we have progressed. For the basic concept of our service to the industry is to provide radio audience measurements designed to satisfy specific needs of the buyer and seller of radio time and talent. Because there are different needs, there are different types of Hooper Reports. They are described briefly below:

Network Ratings

Network Hooperatings are measurements of the audience size of network programs which reflect the comparative popularity of the programs. The emphasis is on "comparative popularity." For the total audience is affected by the number of stations on the hook-up, the type of stations and their location. All of these factors influence the ability of a program to be heard, which has nothing to do with popularity. Since the primary function of a Network Hooperating is to determine popularity, these measurements are produced under "laboratory" conditions where equal opportunity to hear all four networks is most closely

(*Continued on page 76*)

DIFFERENCES in techniques and results lead to never-ending discussion about which radio research method is better, and why. Militant claims are advanced by and on behalf of both Cooperative Analysis of Broadcasting and C. E. Hooper Inc. Here BROADCASTING throws open its pages to both. The heads of each organization tell their stories. The reader can draw his own conclusions.

Station Transfer Plan Hearing Asked by NAB

HEARING before the FCC en banc is asked by the NAB on proposed new regulations providing an auction plan for station transfers. The entire scope of the Commission's proposed changes, announced Dec. 14, is attacked by the NAB in a brief submitted March 15, deadline for filing, the association contending that the FCC is attempting to legislate rather than administrate the law.

Attempt had been made to settle NAB-FCC differences at a series of conferences, thus avoiding a hearing, but agreement satisfactory to the Commission and the industry could not be reached [BROADCASTING, Dec. 24, Feb. 11].

Other Protests Filed

Procedure for knocking down stations via the auction method was first suggested by the Commission in its Crosley-Avco decision last September [BROADCASTING, Sept. 10]. Last Oct. 3 the FCC announced it would defer action on any subsequent applications unless the open-bidding plan were followed.

As of Friday morning two other protests against the proposed rule (Section 1.388) had been filed. Segal, Smith & Hennessey objected to the policy on behalf of Sioux Falls Broadcast Assn., and Ruth Henkin and Morton H. Henkin as executors of the estate of Joseph Henkin and as his heirs and legatees [BROADCASTING, Jan. 14].

KLUF Broadcasting Co., licensee of KLUF Galveston, through James H. Phipps, Galveston attorney, opposed the rule as an unfair infringement upon the right of corporate licensees to transact business and unnecessary in the public interest, convenience and necessity [BROADCASTING, Jan. 21].

In its brief NAB denies that FCC has authority to adopt the proposed rule, which it declares was ambiguous as printed in the *Federal Register*. The rule would be inconsistent with the Communications Act, particularly Section 310(b) on transfers, as well as the consistent history of administering the Act and preceding legislation. Further, the rule would be detrimental to the broadcasting industry and to the public interest, it is argued.

Signing the brief for the NAB were Don Petty, general counsel, and Milton J. Kibler and Ivar H. Peterson, association attorneys.

NAB argues the Commission exceeds its statutory authority and contends it is required to obtain full information about a proposed transfer and either grant or refuse its consent to the deal.

Subject of Inquiry

Subject of FCC's inquiry is propriety of the transaction and not whether some other possible arrangement would be equally or more in the public interest, NAB contends. It continues: "Surely the Congress would have spoken in clear and unmistakable terms had it intended that the Commission should institute a system of publicly auctioning licenses and permits whenever a licensee or permittee desired to effect a transfer and where such a procedure would leave the transferor with no recourse if a transfer satisfactory to him were not effected. Administrative authority to act upon such a basic question of policy must find more substantial support than a tenuous inference in order to be sustainable."

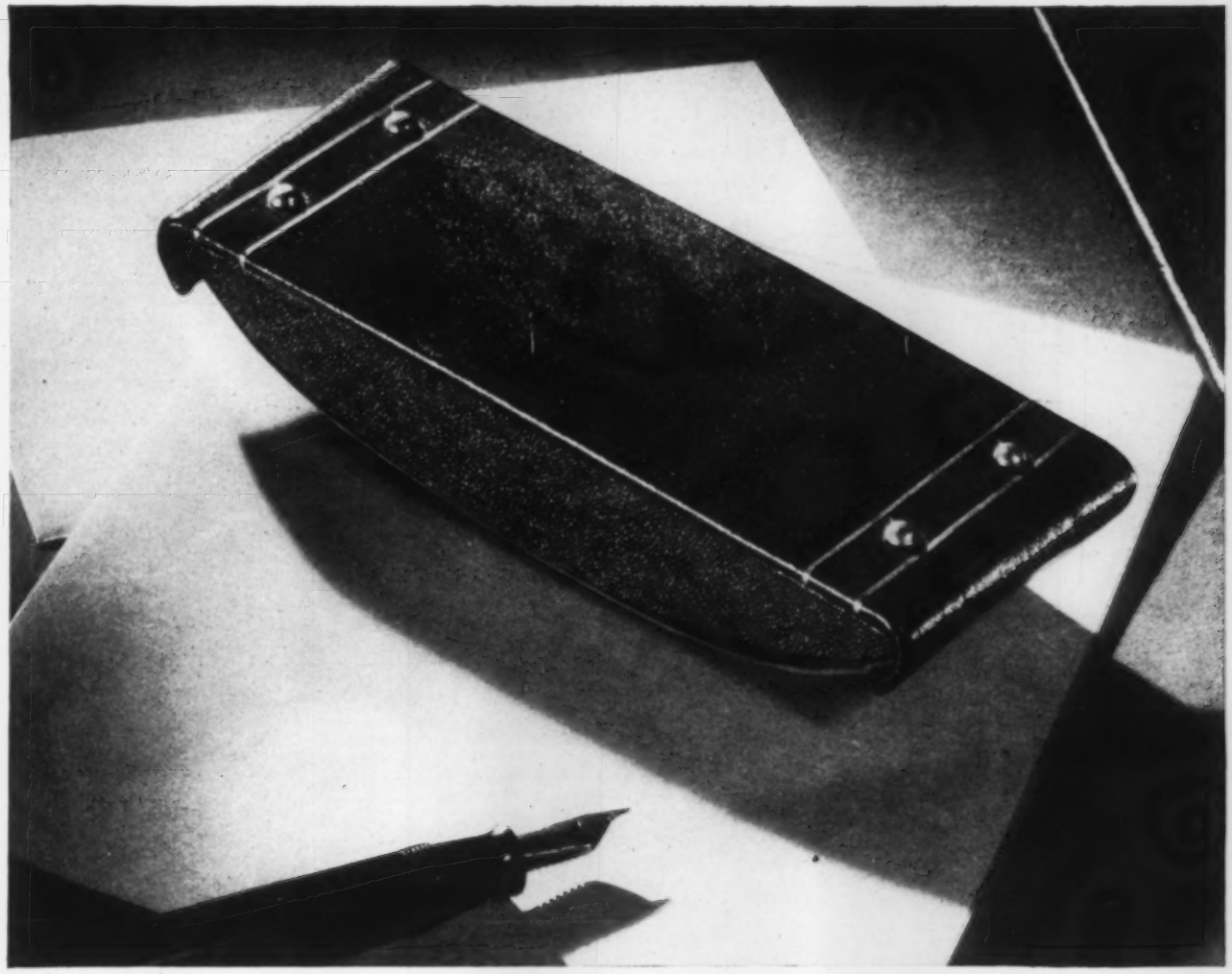
On the ground that the proposed rule is not in the public interest NAB says: "It cannot be supposed nor does the performance record of radio stations in this country and of the Commission itself indicate, that the Commission has been approving transfers contrary to the public interest and in violation of Congressional direction.

"Reference is made in the Avco case to the fact that more than half of the existing licensees 'were not selected by the Commission on the basis of competitive applications but instead were selected by some transferor.' Undoubtedly this is the case (if we disregard subsequent renewals to transferees), but we suggest that the Commission has consented to each such transfer, after deciding that said transfer is in the public interest.

"It is patently clear that the 'theory of competition' has had, and now has, full scope, and that public interest is protected in accordance with Congressional intent.

"The proposed rule would lead to a less satisfactory choice of licensees; and it would discourage

(*Continued on page 93*)



We'll bet you that blotter started in Richmond

It is said that Richmond makes more blotting paper than any other city. And it's just another proof that diversified industries have made this top-of-the-South town depression-proof.

The Richmond Chamber of Commerce says: "In every financial crisis since 1867 Richmond was less affected than the nation as a whole."

Here's a rich market for sales . . . and the way to do the job in radio . . . is to use WLEE . . . the station Richmond has learned to listen to.

WLEE success story

People's Shoe Service sells children's and adults' shoes. On a recent Friday afternoon, People's used time on WLEE to suggest that mothers bring the children in on Saturday (no school) to buy new shoes. The owners checked every sale. Of all the shoes sold that Saturday, to both children and adults, the store traced 37% directly to the WLEE advertising of the day before. Total cost of the advertising — $12.50. People's only radio schedule is on WLEE.

W-L-E-E

In Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Vets Station Is Dedicated to Democracy

KTBC Austin, Throws Open Doors to Train New KVET Staff

By MARY ZURHORST

"I'M FROM TEXAS," is a sort of magic phrase that's been opening doors for Texans since the days of Davy Crockett. But when a Texas station opens its doors to the staff of a competing Texas station to give them training, that's rare—even for Texas.

Down at KTBC Austin, the studios, staff roster, offices and transmitter are bulging with an additional ten or more young men awaiting completion of their station, KVET, also in Austin. In fact, the president of the KVET company, Austin Broadcasting Corp., is supervising the increase in power and moving of the KTBC transmitter site.

And that's but a chapter of the fabulous story of KVET.

The station had its start in the caves of Iwo Jima, the flight deck of a B-24, and on fighting fronts around the globe, when a group of men, most of whom had been friends at the U. of Texas, decided their mission would not be accomplished when the war was won. It would be just beginning.

So when the men went back to Texas they set on a plan for a radio station as the best means of carrying on their peacetime fight for democracy.

Austin Broadcasting Corp.—veteran members only—drew up an application with the aid of A. D. Ring, Washington consulting engineer, and presented it to the Commission.

Its presentation made an FCC, weary with endlessly routine forms, come out of the files and take notice.

Not only was each section illustrated with a cover drawing, but the wording was as unorthodox as a Corwin drama. The application was introduced by the statement that "This broadcast station . . . shall be dedicated to the proposition that democracy is a source of happiness and that happiness and intelligence are the source of democracy."

The applicants, who in their words, "have seen and felt the realities of war and know what they fought for," asked for 1300 kc, 1 kw unlimited time, with call letters KVET reserved.

The FCC had already approved a construction permit for another station in the region to operate on 1300 kc, filed in October last year. After studying the veterans' application, the Commission rescinded its original grant and ordered the first station to be modified to 1350 kc, leaving 1300 kc for KVET. The application was approved Dec. 13.

The corporation has authorized 500 shares of common stock at $100 per share. Each share carries one vote. Capital stock now subscribed is $42,500. "It is . . . believed that the fact that all members of the corporation are veterans, the majority with combat experience, will lend more sincerity to an effort to produce a broadcast station dedicated to the welfare of the community," says application.

In stating the means of carrying out their mission of public service, the veterans plan heavy emphasis on local programming, a carefully planned program building understanding between parent and child (which they feel is a basic source of misunderstanding), a full news schedule, educational, farm, government, employment programs, and other public service features, with a "financially protective percentage" of commercial programming.

The vets are opening both barrels on the minority problem. According to the application, "a definite need exists today for intelligent handling of certain so-called 'minority problems' . . . They can best be served by programs which not only entertain, but offer the direct promise of educating listeners for a fuller grasp of American citizenship."

Servant of Public

In prefacing the programming section, the veterans state: "The applicant feels acutely that radio is the servant of the public, and, as such, has a mission of public betterment far outweighing any inclination merely to entertain.

"On the other hand, however, the applicant is aware that only by entertaining can it hope to entice, secure and maintain the audience it must influence."

President and general manager of Austin Broadcasting Corp. is John B. Connally, who was an outstanding leader at the U. of Texas from which he was graduated with an LL.B. in 1939. He was secretary to Congressman Lyndon B. Johnson (D-Tex.) until 1941 when he returned to Austin and opened his own law office. Just before being commissioned in the Navy in 1941, he was appointed to the board of directors of the Lower Colorado River Authority, a 50 million dollar public power project, after Pearl Harbor and during He went on active duty the day

(*Continued on page 86*)

Saluting...

KFDM

BEAUMONT, TEXAS

Down in the rich Sabine area of the Great Gulf Coast Region—KFDM is doing a superlative sales promotion, merchandising, and programming job—penetrating the three largest cities in this market—Beaumont, Port Arthur and Orange—and helping to keep a 584 million dollar effective buying income in circulation.

To cover and deeply penetrate ALL THREE CITIES—T.H.S. recommends KFDM! An American Broadcasting Affiliate.

SALES OFFICES
NEW YORK • CHICAGO • DALLAS • HOLLYWOOD
SAN FRANCISCO • PORTLAND

GENERAL OFFICES
AMARILLO

TAYLOR-HOWE-SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN
Radio Sales

He's Growing!

Your Advertising Dollars Are Buying More Everyday over KFAB

The Big Farmer Station has a "growin' complex". Since last October, KFAB has increased its audience by many thousands of listening families. Today... KFAB is the only CBS station exclusively serving Metropolitan Omaha and Council Bluffs. And this is IN ADDITION TO the vast rural area KFAB has served for years.

The Big Farmer Station is growing... and *so* is the value of your advertising dollar. Now, more than ever, you can count on KFAB to give you larger returns for each advertising dollar invested.

50,000 WATTS NOW UNDER CONSTRUCTION

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

WMTland is EASTERN IOWA

Where the welcome mat awaits your product

1,200,000 dependable buyers with an average Iowa per capita wealth of $4,322 live in WMTland . . .*

You can hit them hard and you can hit them ALL — quickly, effectively and inexpensively on WMT.

You're not "in" in Eastern Iowa if WMT is missing from your schedule.

Write for availabilities at once.

** Within its 2.5 MV line.*
*** Determined by National Industrial Conference Board.*

Represented by KATZ AGENCY

Haggerty Continues Broadside For Broadcast License Levy

Second Dodger Sent to Congress Argues Tax Would Net Treasury $85,000,000 Yearly

SECOND PHASE of the International Allied Printing Trades Assn.'s Congressional lobby supporting a confiscatory license tax against radio was released last week by John B. Haggerty, association president, in another four-page dodger to members of Congress and the association's membership.

The new crusade, launched last month [BROADCASTING, Feb. 18] seeks to have the House Ways & Means Committee draft legislation to be incorporated in the new tax law which would provide that "all yearly net profits, in excess of 15% on the actual cash investment, with a limitation of not more than $25,000 for salary, bonuses, etc., to any one executive or employe, accrue to the Treasury of the United States."

Would Reduce Debt

These "license taxes," said the inflammatory Haggerty letter, would be used only for the reduction of the public debt. Based on 1944 net profits, the union executive argued this tax would net the Treasury "more than 85 millions yearly."

The first Haggerty broadside of the 1946 campaign bore a date of Feb. 12. The second came March 11. It was evident the strategy is to send out one appeal monthly. The association claims a membership of 190,000 craftsmen in 900 cities in the United States and Canada.

The new dodger is generally repetitious of the first folder, vehemently condemning radio and its competition with the printed media. Statistics again are quoted purporting to show that while radio advertising has increased, there has been a diminution in newspaper return from advertising, percentagewise. Previous efforts of the association to force passage of anti-radio legislation have been booted out by congressional committees as discriminatory.

The Haggerty letter cites "unusually high profits of the radio broadcasting licensees from national advertising," which he contends otherwise would be available to printed publications. Reference was made to testimony before congressional committees by the "recent chairman" of the FCC (Paul A. Porter) who had alluded to the "excessive earnings" of radio stations. Haggerty contended that radio's earnings are made possible by the operation of a "Government property—the holding of a Government issued license—the license admittedly being the chief value of all of the property—for which the government receives no direct monetary return."

Trotted out also were FCC figures for 1944 which the union letter said showed that all stations and networks had "stated values" of approximately $40,000,000 with net income of more than $90,000,000 or 220%. The net income of the four major networks and their owned and managed stations was about $26,000,000 on stated values of some $6,400,000 "or 400% net profits."

Urges Tax

"The imposition of the tax herein suggested will be most helpful in insuring job opportunities for skilled workers, and will leave these Government licensees with greater net incomes on their investment than their competitors," said Haggerty. "Influential members of the Congress have already indicated that such a suggestion is in the minds of many members of the Congress."

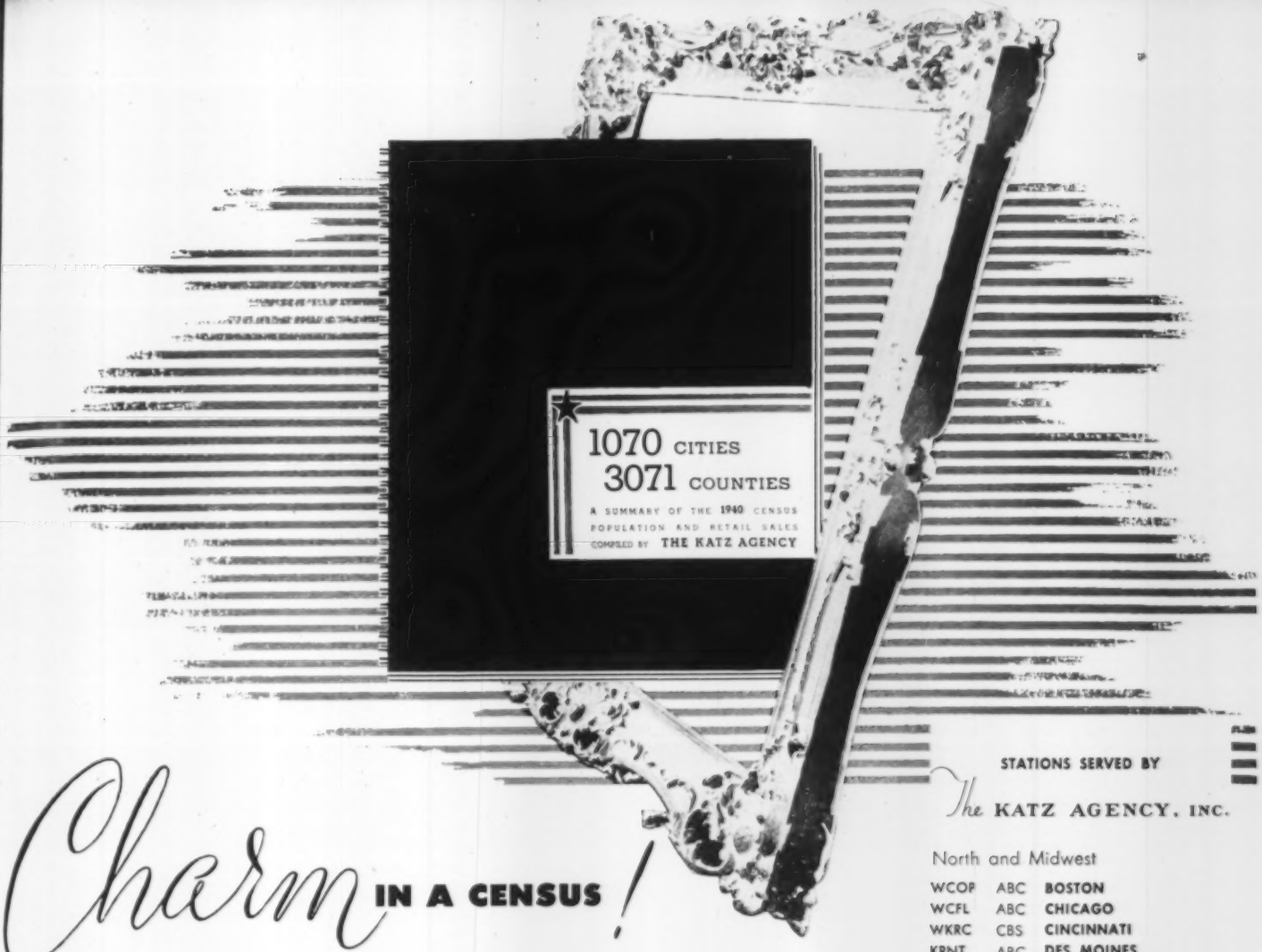
As in his earlier letter, Haggerty said the House in 1941 voted a tax on the net profits of radio licensees but the Senate Finance Committee, on "representations of the then chairman of the FCC, and the Treasury that further study was needed, set the tax aside."

"If such a study has been made it is still a secret," said the letter.

Supplementing the formal letter, consuming most of two pages of the four-page dodger, was a diatribe against radio advertising citing purported profits of stations and attacks upon advertising agencies for placing radio business. The fourth page was headed "Expressions of influential members, both branches of the Congress, favoring the levying of a license tax on radio broadcasting stations." Selected portions of the testimony of Chairman Porter before the House and Senate Appropriations Committees on FCC appropriations as well as comments of members of Congress were reprinted. These include selected anti-commercial radio comments of such members of Congress as Sen. McKellar (D-Tenn.); Chairman Cannon (D-Mo.) of the House Appropriations Committee; Rep. Ludlow (D-Ind.); Rep. Taber (R-N.Y.); Rep. Wigglesworth (R-Mass.); Rep. Rabaut (D-Mich.).

Coty on MBS

TO CELEBRATE introduction of a new perfume, Coty Inc. on March 27 will sponsor half-hour broadcast over Mutual, to include a pickup from Paris of Andre Lavault, perfume firm's European director. To be heard 1:15-1:45 p.m. show will originate from Waldorf-Astoria. Grover Whalen, chairman of the board of Coty Inc., will open the program. Name of new scent will be revealed for first time on show.



Charm IN A CENSUS!

Advertisers and agencies want facts not fluff. That's why The Katz Agency's famous Census breakdown, *1070 Cities, 3071 Counties,* holds a certain charm for them.

Presented in ready, easy-to-use form, *1070 Cities, 3071 Counties* has become a standard reference book for agencies and advertisers. When new Census figures are available, The Katz Agency Data Service will issue a new edition of its "best-seller".

Time buyers have learned to look to The Katz Agency for dependable data —for all the facts prerequisite to the purchase of time and programs.

MORE FACTS MAKE MORE SALES

The Katz Agency Data Service issues: program information; standardized coverage maps, market digests and station profiles; and a variety of other data individualized for specific time buying problems.

The **KATZ AGENCY, INC.** *STATION REPRESENTATIVES*

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas

STATIONS SERVED BY

The **KATZ AGENCY, INC.**

North and Midwest		
WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY
South		
WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH
West		
KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

'MARKET BASKET' GOES CALLING

Housewives Are Interviewed, Given Presents On WDRC's Early-Morning Program

WDRC HARTFORD, Conn., is winning friends—and fans—with its early-morning "Market Basket" doorstep-interview show.

Jim Garrett, announcer, and Jean Chesley, secretary, take the microphone and baskets filled with gifts from the sponsors to two different homes every morning. They ring the bell and when the housewife answers, the show is on.

The idea originated last December. The gifts then were bought by the station. Soon sponsors started supplying the butter, wheat meal, coffee, glassware and like gifts which fill the "Market Basket." A part of the WDRC *Shopper's Special* program, the interviews were first conducted on a one-a-morning basis, between 8:15 and 9 a.m. A month ago a second was added, between 7 and 8 a.m.

Jean and Jim never disclose their destinations until they get there, ring the bell and go on the air. Once in a great while, they encounter a housewife who declines to be interviewed. Once they made five stops before they found a housewife at home. In such cases the mobile unit goes off the air and moves on to another house.

Worked out under the supervision of Station Manager Walter Haase, the plan calls for "equal treatment" of all sections. A city map is marked daily to show what streets have been covered, so that no one area will be favored. During the winter, if snow was too deep, the mobile unit "worked" the central Hartford district. When weather was good, the unit would travel anywhere. Lately housewives in nearby towns have found the "Market Basket" on their own doorsteps, as the mobile unit included Manchester, New Britain, Middletown and other cities on its itinerary.

Namesake

WHEN Clarke R. Brown, radio director of Lake-Spiro-Shurman Inc., Memphis, Tenn., became a father, he provided a reverse twist to the old "man bites dog" story. Mr. Brown, with his wife's approval, has named their new son after a station representative — Christopher Hetherington, manager of John Blair & Company's St. Louis office. Youngster's name: Christopher T. Brown.

Begins New Plant

CONSTRUCTION was begun last week of a new radio receiver assembly plant at Riverside, Calif., by Colonial Radio Corp., Buffalo, N. Y., subsidiary of Sylvania Electric Products Inc. Plant will assemble home receivers from parts made at Colonial's Buffalo factory.

EDUCATION
brings students
and dollars to the
NASHVILLE
area!

Seventeen thousand students in 8 colleges, 4 prep schools and 28 other specialized schools help make this a quality market area for fine clothing, jewelry, cosmetics and other superior products. . . . More than one million style and quality-conscious people in the Nashville trade area spend over 350 million dollars yearly in retail stores. . . . This rich market will be covered for you at rates to fit your advertising budget—by WSIX.

AMERICAN
MUTUAL

5,000 Watts
980 K. C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX GIVES YOU ALL THREE: MARKET — COVERAGE — ECONOMY

Young Reelected To Ad Group Post

Council Officers and Directors Chosen at Annual Meeting

JAMES W. YOUNG was reelected chairman of The Advertising Council at the annual board meeting on March 11. The following officers also were reelected: vice chairmen, Kerwin H. Fulton, president, Outdoor Advertising Inc.; William Reydel, partner, Newell-Emmett Co.; Paul B. West, president, ANA; secretary-treasurer, Frederic R. Gamble, president, AAAA. Theodore S. Repplier continues as Council president.

Council elected the following directors: Representing advertisers —Lee H. Bristol, vice president, Bristol-Myers Co.; A. O. Buckingham, vice president, Cluett, Peabody Co.; Carleton Healy, vice president, Hiram Walker & Sons; L. T. Kittinger, vice president, Shell Oil Co.; Charles G. Mortimer Jr., vice president, General Foods Corp.; Stuart Peabody, advertising director, Borden Co.; H. W. Roden, president, American Home Foods, Inc.; Paul B. West, president ANA.

Agency Representative

Representing agencies: Don Belding, chairman of the board, Foote, Cone & Belding; Louis N. Brockway, executive vice president, Young & Rubicam; Thomas D'A. Brophy, president, Kenyon & Eckhardt; Frederic R. Gamble, president, AAAA; J. F. Oberwinder, D'Arcy Advertising Co.; William Reydel, partner, Newell-Emmett Co.; Warner S. Shelly, vice president, N. W. Ayer & Son; James W. Young, J. Walter Thompson Co.

Representing radio: Kolin Hager, general manager, WGY Schenectady; Edgar Kobak, president, MBS.

Representing newspapers: Edwin S. Friendly, general manager, *New York Sun;* Buell W. Hudson, publisher, *Woonsocket Call.*

Representing magazines: Frank Braucher, president, Periodical Publishers Assn.; Albert E. Winger, executive vice president, Crowell-Collier Publishing Co.

Representing outdoor: Edward C. Donnelly Jr., president, John Donnelly & Sons, Boston; Kerwin H. Fulton, president, Outdoor Advertising Inc.

Directors at large: Chester J. LaRoche, chairman of the board, LaRoche & Ellis; T. S. Repplier, president, The Advertising Council; John Sterling, publisher, *This Week Magazine*; Harold B. Thomas, vice president, Pedlar & Ryan.

Laughton Series

WORLD BROADCASTING SYSTEM has completed negotiations with Charles Laughton for a series of dramatic narrations to be offered to radio stations on a quarter-hour three times weekly basis. Discs will be cut in Hollywood.

A radio station is known by the *Companies* it keeps

"...*In the Public Interest...*"

Chicago's Official School Radio Show

on the New WJJD

★ Education has taken to the radio in Chicago . . . and radio has taken education to its heart. Each week, more than 150,000 Chicago school children tune in to the official Board of Education program *in their own classrooms* as part of their daily school work. Dozens of schools equipped with standard receivers get the daily programs over the *New* WJJD. Talent for the programs is provided by the students themselves. Under professional direction, they have organized a "Central Workshop" where the stars of today's educational programs—they'll be the stars of tomorrow's entertainment shows—are learning radio the best of all ways. The *New* WJJD is proud of its long-time association with the official Board of Education program . . . broadcast every school day throughout the entire school year to all Chicago school children "in the public interest." And you'd be surprised how many adults tune in too!

20,000 WATTS OF *Selling* POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

Engineering Meet Studies FM, Video

New Problems Now Confront Sixth Conference at Columbus

SIXTH ANNUAL Broadcast Engineering Conference, after a wartime hiatus of three years, convenes today, March 18, and continues through next Saturday. Conference, held at Ohio State U., Columbus, is under joint sponsorship of Ohio State U. Dept. of Electrical Engineering, and U. of Illinois Dept. of Electrical Engineering with the cooperation of the NAB and the Institute of Radio Engineers.

Main objectives of the 1946 sessions will be coverage of the problems of FM and television. In addition, other topics of present and future interest will be touched, including VHF tubes, antenna coupling circuits, antenna patterns, acoustical problems, magnetic recording techniques, studio design and broadcast maintenance.

Meetings will be at Campbell Hall on the university campus. Official headquarters for the conferees is the Fort Hayes Hotel. Directly across the street from the Fort Hayes in the Chittenden Hotel, equipment exhibits have been set up by manufacturing concerns.

Highlights of the five-day meeting are the following subjects and speakers:

Today, March 18

9 a.m.—"World War Contributions to and From Broadcasting," A. B. Chamberlain.
11 a.m.—"Broadcast Maintenance Problems," Charles Singer.
2:30 p.m.—"Design of Broadcast Studio With Irregular Boundary Surfaces," Keron C. Morrical, J. E. Volkmann.

Tuesday, March 19

9 a.m.—"Antenna Patterns and the Antennalyzer," George H. Brown, Wendell C. Morrison.
11 a.m.—"Symposium on Magnetic Recording Techniques," Lynne C. Smeby (chairman), S. J. Begun, H. R. Roys, Howard Chinn.
2:30 p.m.—"General Acoustical Problems in Broadcasting," E. J. Content.

Wednesday, March 20

9 a.m.—"Symposium on VHF Antenna and Coupling Circuits," George Sinclair (chairman), A. G. Kandoian, R. F. Holtz, M. W. Scheldorf, P. H. Smith.
11 a.m.—"Symposium on Television Station Operations," Robert E. Shelby (chairman), R. L. Smith, Scott Helt, W. C. Eddy, H. P. See, Harry Miholland.
2:30 p.m.—"Radio Relays For FM and Television," H. O. Peterson.

Thursday, March 21

9 a.m.—"Stratovision," by C. E. Nobles, W. K. Ebel.
11 a.m.—"Round Table and Question Box," A. D. Ring (chairman), John Willoughby, R. Morris Pierce, Daniel W. Gellerup.
2:30 p.m.—"Interconnecting Facilities for FM and Television," H. I. Rommnes, W. E. Bloecker.

Friday, March 22

9 a.m.—"High Power Tubes for VHF Operations," W. W. Salisbury.
11 a.m.—"Symposium on FM Operating Problems," Phillip B. Laeser (chairman), Charles Singer, Carl Wesser, Paul Dillon, William Lange.
2 p.m.—"Symposium on FM Monitors," Robert C. Higgy (chairman), D. B. Sinclair, James R. Day, H. R. Summerhayes Jr.

Saturday, March 23

8 a.m.—"Symposium on FM Modulation Methods," W. L. Everitt (chairman), James Day, P. F. Panter, John R. Boykin, J. F. Morrison, W. E. Phillips, J. E. Young, W. R. David.
11 a.m.—"Symposium on the State of Our Knowledge in VHF Propagation," Raymond M. Wilmotte (chairman), Maj. Edwin H. Armstrong, Paul deMars, Thomas J. Carroll, Edward W. Allen Jr.

WE'S CLOVERLEAF

New FM Antenna With Unique Element Design Given First Public Showing

ANNOUNCEMENT of the new 54A, or "Cloverleaf," FM antenna was made today by the Western Electric Co. Designed by Bell Telephone Labs, the new high efficiency antenna is engineered particularly for FM stations on the new assigned carrier frequencies between 88 and 108 mc. and at power levels up to and including 50 kw.

Preview was given last Monday to a group of Washington engineers and FCC officials.

The antenna is constructed to radiate horizontally polarized waves and to concentrate this radiated energy into a service area surrounding the transmitting station. The name of Cloverleaf comes from the construction in the 54A Antenna, an array of two or more vertically stacked radiating units with each unit composed of a cluster of four elements in a shape similar to a four-leaf clover.

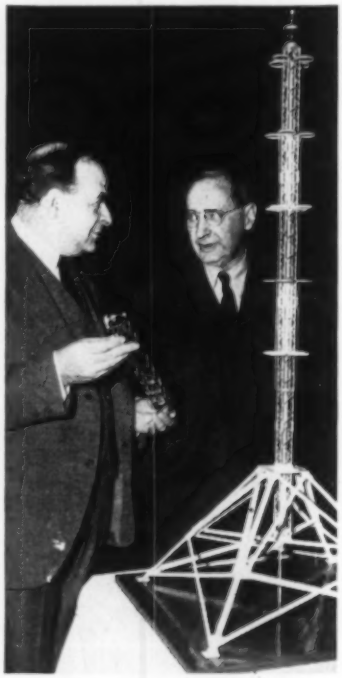
Ring of Current

WE officials explain that a radio frequency voltage applied between the juncture of the four elements and their ends causes in effect a ring of uniform current which produces a circular radiation pattern about the axis of the ring. By utilizing the directive properties of a vertical stack of such radiating units, much of the energy which would otherwise be radiated to outer space is diverted so as to increase the energy being transmitted to the station's service area, according to WE. This conservation, it was further pointed out, permits establishment of the station's required signal strength with radio transmitter powers of only one-fifth to one-half the amount otherwise needed.

Western Electric also stated that the new Cloverleaf permits maximum antenna gain by having instantaneous currents in all radiating elements in time phase and of equal amplitude and having these important relationships easily and correctly established at the station's operating frequency at time of installation by methods which do not require field or factory tuning. In the Cloverleaf radiating units are connected by clamps at half-wavelength intervals to a three-inch diameter feed conductor centrally located within tower structure.

The design of the new antenna, company officials explain, makes possible the elimination of such items as multiple transmision lines, phase correcting lines of networks, balancing lines, etc., which in present antennas prove troublesome because their length must be adjusted for the operating frequency to avoid errors in antenna current relations with a corresponding compromise in gain.

At the Statler dinner-preview,



ANTENNA DISCUSSION at Western Electric's dinner last Monday was held by Frederick R. Lack (left), vice president of the Western Electric Co., and Dr. Lyne P. Wheeler, chief, Technical Information Division of FCC. Model being studied is the new WE Cloverleaf.

J. F. Morrison, of Bell Labs, illustrated with scale model and slides the tests and findings in connection with the Cloverleaf antenna. Guests in attendance (with firm or agency affiliation) included:

Jansky & Bailey: C. M. Jansky, Stuart Bailey, Oscar W. D. Reed, Jr., Frank T. Mitchell, Delmar C. Ports, Elmer H. Shiebe.

McKey & Shaw: D. B. McKey, R. C. Shaw.

Herbert Wilson: Herbert Wilson, Karl Gerhard, Edward Iannelli, George Conrad, Paul Hoffman, Col. Lester Johnson.

Kear & Kennedy: Frank G. Kear, R. E. L. Kennedy, Stewart Schmalback, Henry Dolstra, Wills Beecher.

May & Bond: Russ May, Clyde Bond.

Colton & Foss: Roger B. Colton, Wm. L. Foss, Russell Coyle, John A. Moffatt.

John J. Keel: John J. Keel, Paul L. Mueller.

Lohnes & Culver: George Lohnes, Ronald Culver, Edward Deeters.

Chambers & Garrison: J. A. Chambers, Millard Garrison, David Wright, Marion Cook.

Frank H. McIntosh: Frank H. McIntosh, Andrew Inglis, Frank Ridgeway, James R. Croy.

John Barron: John Barron, George Gautney, Ralph Patterson, Earl Thomas.

Glenn Gillett: Glenn Gillett, Henry B. Riblet, E. W. Hinsdale, W. E. Plummer.

Harold B. Rothrock: Harold B. Rothrock.

John Creutz: John Creutz.

Lent & Poast: Worthington Lent, L. M. Poast.

George Davis: George Davis, Wm. Greer, Joe Collier.

McNary & Wrathall: J. C. McNary, Grant R. Wrathall, C. T. James.

Ring & Clark: A. D. Ring, Harold Head, Daniel B. Hutton, Charlie Keller, Al Bohn, Steve Kershner, John Campbell.

Gomer L. Davies: Gomer L. Davies, W. C. Smith.

Weldon & Carr: J. O. Weldon, L. H. Carr, Ross Hilker, Jules Cohen, Eugene Arnold, Alfred Miller.

Commercial Radio Equipment Co.: E. L. Dillard, Irl T. Newton, Jr., Edward F. Lorentz, Kenneth M. Hollingsworth, Hudson Eldridge, O. R. Wright.

Wilmotte-deMars: Raymond Wilmotte, Paul A. deMars, Clem Y. Castle.

FCC: Comr. R. C. Wakefield, General Counsel Rosel Hyde, George Adair, V. R. Simpson, George Sterling, Chas. Ellert, George Turner, Paul Miles, Ralph Rentner, Willmar K. Roberts, Dr. L. P. Wheeler, Ed Vandivere, Ed Allen, John A. Willoughby, H. C. Anderson, J. E. Barr, C. M. Braum, H. S. Cowperthwait, H. U. Graham, W. E. Johnson, A. L. Kreis, K. N. McNaughton, C. B. Plummer, J. G. Preston, A. G. Skrivseth, R. C. Weston, W. E. Boese, G. E. Nielsen, Wm. Mackenzie, George Bairey.

Earl Cullum, Dallas: D. Peterson.

Paul Godley Co.: Paul Godley, Murray Crosby.

Western Electric: F. R. Lack, S. P. Taylor, J. H. Ganzenhuber, L. F. Bockoven, L. C. Tyack, Tom Denyse, Leo Davies, A. F. Rothballer, R. S. Barbaros, Will Whitmore, J. C. Johnson.

Graybar: C. S. Powell, J. W. LaMarque, L. H. Whitten, E. F. Haviland, G. I. Jones, J. H. McDonnell.

Bell Labs: R. H. Lindsay, J. F. Morrison, W. H. Doherty, R. E. Poole.

I.R.E.: Lynn C. Smeby.

War Assets: R. G. McCurdy.

Standard Contract Form Is Approved

Joint Committee Agreement To Get NAB, AAAA Action

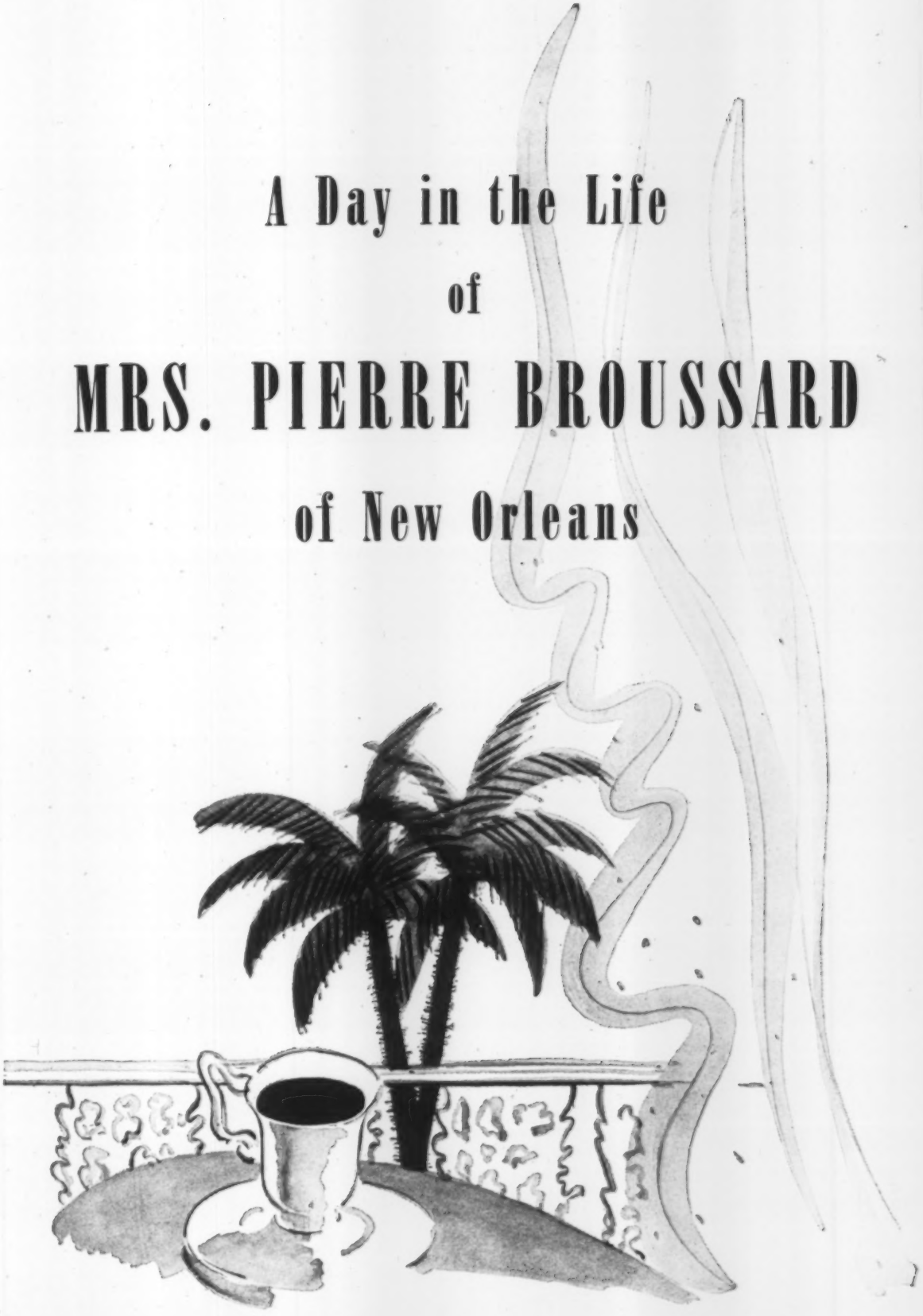
FINAL agreement on a standard contract form was reached last Tuesday by members of the NAB Sales Managers Subcommittee on a Standard Contract Form and a subcommittee of the timebuyers committee of the American Assn. of Advertising Agencies, meeting at the Roosevelt Hotel, New York.

The NAB subcommittee will now report back to the full sales managers executive committee which in turn, if it approves the revisions, will recommend their adoption to the NAB board. If the board approves, it will present the new form to the NAB membership at the convention this fall for industry adoption. At the ANA the revised form will go from the subcommittee to the full timebuyers committee, then to the committee on agency administration and finally to the AAAA board of directors, which can finally approve the new form without the necessity of submitting it to full membership.

The AAAA group, which was host to the NAB delegation at lunch, included: Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; William B. Maillefert, Compton Adv.; Frederic R. Gamble, AAAA president; Herald Beckjorden, AAAA; George Link, AAAA counsel.

In NAB group were: Walter Johnson, WTIC, chairman; Ben Laird, formerly WOSH, now applicant for a new station at Green Bay, Wis.; Lewis H. Avery, Lewis H. Avery Inc.; Howard Meighan, CBS; Henry Christal, Edward Petry & Co.; James V. McConnell, NBC; John Morgan Davis and Don Pettey, NAB counsels; Frank Pellegrin, NAB director of broadcast advertising.

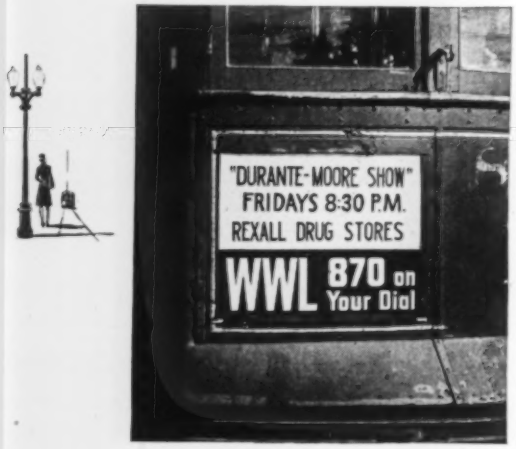
A Day in the Life
of
MRS. PIERRE BROUSSARD
of New Orleans



1 She turns on the radio and hears . . .

2 She reads the morning paper and sees . . .

5 She takes the street car downtown and sees . . .



6 From the car window she sees . . .

9 Home again—the mailman has left a message . . .

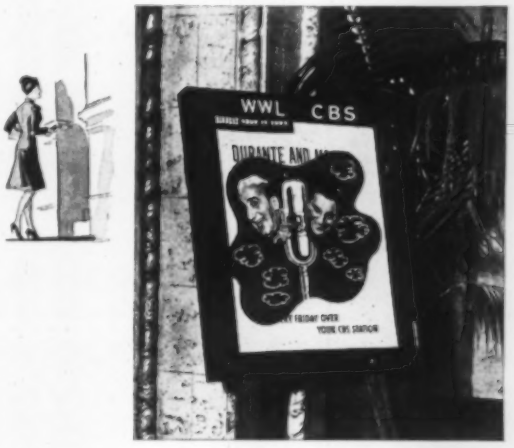
WWL
870 ON YOUR DIAL
Program Notes and Personalities
WWL SLATES "BIGGEST SHOW IN TOWN"
Old Favorites, Newcomers Are In Brilliant Fall Programs

10 In the evening paper she sees . . .

3 Going to market—on the store window she sees...

4 In the grocery store she sees...

7 As she enters a hotel for lunch she sees...

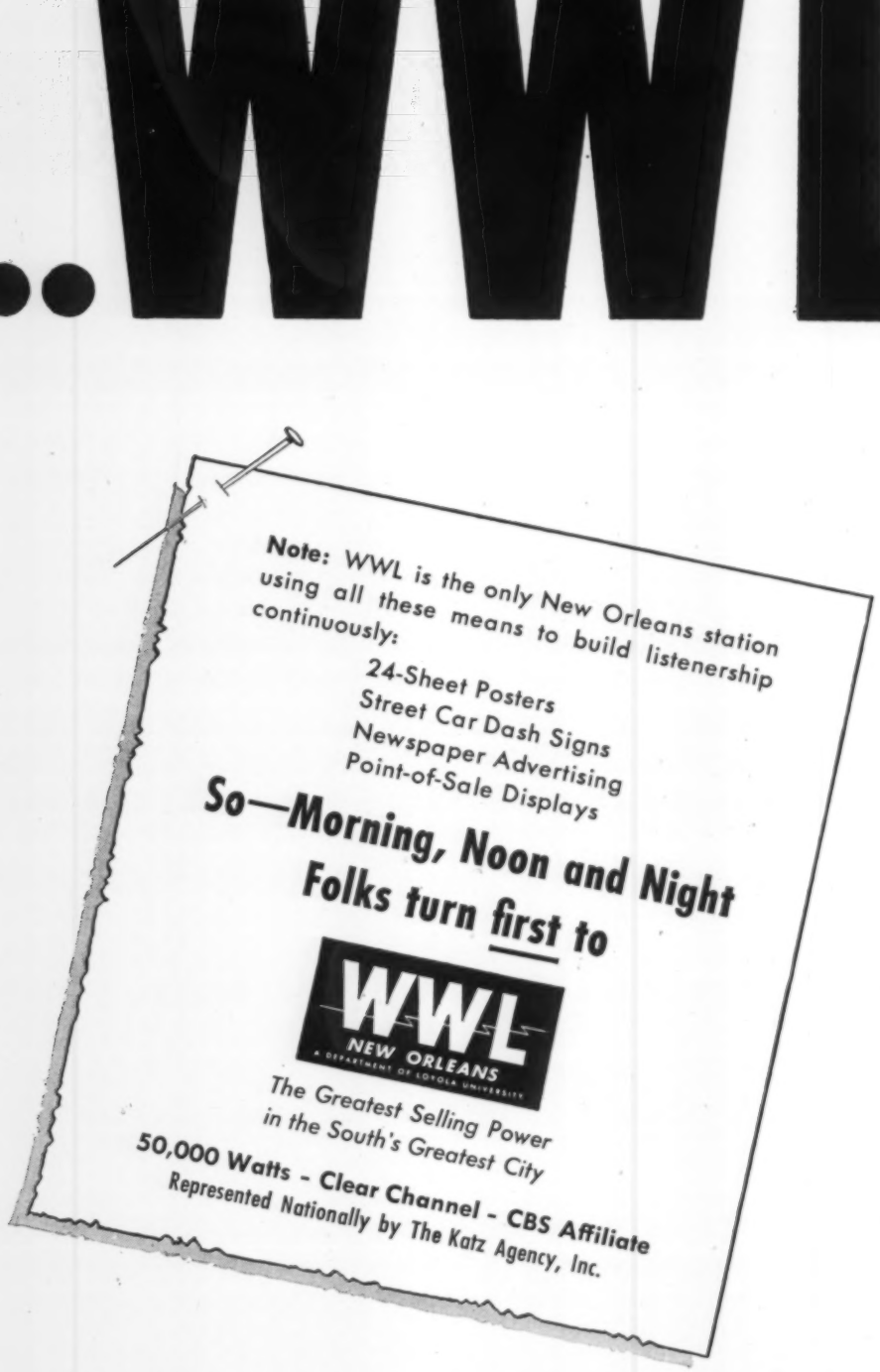


8 Now going home she sees...

11 So—when Mr. Broussard says, "What's good on the radio tonight?"...

Her answer is likely to be . . . . .

"WWL"


Note: WWL is the only New Orleans station using all these means to build listenership continuously:
24-Sheet Posters
Street Car Dash Signs
Newspaper Advertising
Point-of-Sale Displays
So—Morning, Noon and Night
Folks turn first to
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
The Greatest Selling Power
in the South's Greatest City
50,000 Watts - Clear Channel - CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

'Humbug' Fills the Air, Says Oboler

Commissioner Walker Applauds Speech Of Playwright

"HUMBUG fills our free American air," Arch Oboler, celebrated radio playwright, told a banquet session of the annual radio conference of the U. of Oklahoma March 9.

An amazed audience of writers, radio executives, agency representatives and educators who had come to hear Mr. Oboler talk on script writing, listened while he said: "Radio, in spite of the fine speed of its business and the honorable intentions of those who seek to use it in the public service is burying itself under a heap of humbug. I don't say this for easy sensationalism. I say it with a sense of great regret."

After the speech, which drew an immediate rebuttal from Willard Egolf, special counsel for the NAB, FCC Commissioner Paul Walker rose to say, "All my life I've loved controversy and all my life I've loved free speech. There isn't anything that inspires me more than such as I have heard here tonight.

Support From Walker

"Mr. Oboler, you've said in a few minutes what the FCC hasn't been able to say in its 139 page report. I know my dear friend Egolf will not take offense, because we haven't said anything in the report that wasn't for the good of the industry.

"It's the business of the FCC to see that stations operate in the public interest. The only way of operating in the public interest is to give worthwhile programs. Second, to give both sides of controversial questions an impartial hearing on the air, and third, not to overload programs with commercials. Because the broadcasting industry is crucifying itself when it does."

Prefacing his speech by saying that a recent conversation with one of the scientists on the atomic bomb project had convinced him that the entire aspect of civilization and the world had changed, Mr. Oboler went on to say: "For a number of years I have worked in and hoped for the medium. Tonight I believe I have the right to speak . . .

"Humbug fills our free American air. From early morning until the last spot announcement preceding the goodnight rendition of 'The Star-Spangled Banner,' an amazing assortment of evasions, half-truths and untruths activate the kilocycles. Radio actresses whose only acquaintance with hose washing is an occasional rinsing of that last pair of nylons in a hotel bedroom washbowl stand before microphones and read 'authentic testimonials' about soap flakes from happy housewives whose identity and words exist only in the mind of a harassed little copywriter in a back office of Barton, Ruthraff, Compton and Sample.

"Cigarettes, which differ from any other cigarette in a standard pack only in the label on the front, make violent claims to having qualities in T-zone, doctors' acceptances, and therapeutic values

ASTOUNDING his Oklahoma U. audience, Arch Oboler, radio playwright, diverged from his proposed talk on script writing to give a scathing denouncement of the way in which radio is side-stepping its responsibility to a world "that needs truth." Commissioner Walker said the writer had said "in a few minutes what the FCC hasn't been able to say in its 139 page report."

worthy of a mixture of opium, Sister Kenny and that psychiatrist in the motion picture 'Spellbound.'

No Aches Unplowed

"Nostrums for every bodily function are jingled and jangled to rhythm and rhyme. Not an ache, from head to big toe is left unplowed by the big plow of advertising humbug.

"You may ask what this has to do with radio writing. Simply that some of us can't write honest radio under such circumstances.

"I am not attacking American way of radio. No, I am attacking untruths. For years banquets, conventions, and conferences have discussed the responsibility of business to the community. But today that community is a world which needs truth.

"A war has been fought. Radio was full of fine sentiments but fine sentiments are ridiculous in the light of what goes on our air waves.

"We must clean house. Only those articles which have special values should be permitted to extol those values. Those manufacturers, such as the soap and cigarette people, should profit from the general want for those commodities, not through outright untruths.

"For radio exists by special franchise of the people. There is nothing in the laws which permits business to own and regulate radio."

Mr. Oboler then stressed individual conscience and responsibility and concluded with:

"If men fought and died for a cause, is it too much to expect all of us to work for the cause of one world?"

As Mr. Oboler concluded, Mr. Egolf rose from his place at the speakers' table and asked permission of banquet Chairman Judith Waller, NBC public service director, Central Division, to answer Mr. Oboler briefly.

Mr. Egolf said in part: "Advertising began in 1911 to tell the truth in advertising. After 25 years radio has grown up. Whether it involves telling more truth in advertising, or more public interest, we don't know. As long as there is anything left in the American free system of enterprise that also is left in the American free system of broadcasting."

Mr. Egolf apologized for the interruption of the program, but explained that he felt American broadcasting must go on record protesting such serious charges.

Trophy to Oboler

The U. of Oklahoma chapter of Alpha Epsilon Rho, national radio honorary fraternity, then presented Mr. Oboler with the 1946 trophy for outstanding work as a radio writer.

Mr. Oboler bowed, and said: "I am not happy. That is a quote from my four-year-old son. I am not happy because of a gentleman I never saw before who is drawing his weekly salary from NAB. If this gentleman wishes to debate the subject for a very large sum of money before an impartial audience I would be glad to do so. All through the war NBC, CBS and Mutual accomplished a job possible in no other portion of the world under no other system of broadcasting.

"So that there will be no question about the point I want to make, all I was talking about was simply this: The FCC does not sanction radio. It permits it to exist under rules and regulations. All I have stated about the broadcasting system of today is that it has gotten money-hungry to a degree that is far larger than its sense of public responsibility."

Commissioner Walker was presented a bronze plaque by Oklahoma members of the Association for Education by Radio in commemoration of his contributions to the field of communications and his record as a public servant.

Comr. Walker, quoting from the FCC's "Report on Public Service Responsibility of Broadcast Licensees" [BROADCASTING, March 11], said in his formal address that "the new media of communications, such as FM and television, will afford greater opportunities to provide programs which serve the public interest." The latter term, he conceded, "is not easy" to define. But some of the factors entering into the definition have been studied by FCC, he added, referring to the Commission's report.

Of television he said that "even if the most optimistic claims of its proponents are true, it does not mean that we will be seeing color television in our homes next month or even next year. . . . Considerable additional experimentation and development will be necessary. . . . In the meantime, low frequency television will probably be enjoyed by large numbers of people. If color television materializes much earlier than its critics predict, so much the better."

Strangers

That's Arch Oboler in the dark glasses, who says he doesn't know Willard Egolf, speaking. See story on this page.

14 ABC Affiliates in New England Plan Meeting to Consider Regional Network

POSSIBILITY that 14 New England affiliated stations of ABC may establish themselves as a regional network to carry at least two daily shows was reported in New York last week.

Although it was proposed to organize ABC stations into a regional network only for the two shows at the outset, it was thought the arrangement might lead to an organization not unlike the New England Regional Network, currently composed of NBC affiliates.

A meeting of representatives of the 14 ABC New England stations is scheduled March 21 at Boston's Copley Plaza Hotel, and it was understood that the organization of a regional network would be the major subject of discussion.

Craig Lawrence, vice president of Cowles Broadcasting Co. and supervisor of WCOP Boston, a Cowles station affiliated with ABC, was said to be leading figure in the movement.

Mr. Lawrence admitted formation of the network was in the wind but stated plans were by no means definite. "We're going to work on the mechanics of it at Boston," he said.

Programs considered by the affiliates are early-morning ones, believed to be *Housewives Protective League* and *Sunrise Salute*, participation shows produced by Fletcher Wiley Productions, of Los Angeles. It was understood ABC had encouraged its New England affiliates to form the new organization and had agreed to try to make network lines available for broadcasting of the shows in the early mornings.

MEET MICKEY HEATH

He's Mr. Baseball in Milwaukee

Mickey Heath, Brewer Announcer

For the sixth successive year, Mickey Heath will handle play-by-play broadcasts of the Milwaukee Brewer Baseball Games exclusively on WEMP. Heath starred as a player for 18 years—served as Manager and Vice-president of the Club, and will now devote full time covering baseball for WEMP.

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

Agency Is Reorganized As Henry Sterling Inc.

HENRY H. STERLING, having acquired interests of his partner, Ken Krippene in Sterling-Krippene Inc., Los Angeles, has changed agency name to Henry H. Sterling Inc. Headquarters continue at 2412 W. Seventh St.

In the re-organization Marie Andre has been appointed radio and research director, with Vernon O'Toole, production manager. Miss Andre was formerly copy and account executive of Geare-Marston Inc., New York and Philadelphia. Mr. O'Toole was formerly production manager of Hillman-Shane-Breyer Inc., Los Angeles. Eris Neal has joined the agency as head of media department. She was formerly with Culbreth Sudler Co., Los Angeles.

Ernest George, Navy dischargee after four years, has joined Henry H. Sterling Inc. as account executive. Prior to service he was with Glasser-Gailey & Co., Los Angeles. Carle Maye, formerly of The McCarty Co., is also a new account executive. Nick Naff, with 3½ years in AAF, has been made agency copy chief. Prior to service he was with Leon Livingston Adv., San Francisco. John Waltz, Army dischargee after three years, has been named art director.

Video and Movies

RELATION between television and motion pictures was discussed by Dr. Allen B. Du Mont, head of Allen B. Du Mont Laboratories (WABD New York and W3XWT Washington), at a meeting of the Society of Motion Pictures Engineers, held last Wednesday night in the new Wanamaker-Du Mont television studios in New York. He noted that movies today contribute much to video programs, and said that television technique in the future will repay the debt many times over. Dr. Du Mont conducted the engineers through the video studios and illustrated his talk by means of special motion picture recordings of television programs.

Patents Available

ALL PATENTS owned by Farnsworth Television & Radio Corp., Fort Wayne, Ind., and under which the company has licensing rights have been offered to the Patent Office, Department of Commerce, for placement on the Register of Patents Available for Licensing, under standard terms and conditions. A list of Farnsworth patents will be furnished as soon as possible, the department was informed.

Program Available

AFTER a seven-week test over WCFL Chicago, "I Want A Home," copyrighted program produced by Sidney S. Lovitt Co., Chicago, is being made available for sponsorship. Show is sold as a live package and is endorsed by United Home Finding Service, which places children for adoption. Idea behind program is to dramatize events leading up to need of children for foster homes.

HOMER K. SAPHEAD (K for Killer) is taking the brunt of responsibility for traffic accidents in Dallas and throughout Texas in a year-long traffic safety campaign originated by WFAA. Homer is to be the typical reckless driver who will be featured in spot announcements, "car-tune" jingles and a weekly quarter-hour program dramatizing specific accident violations. Civic and state groups are cooperating in the station's drive.

Correction

PRINCIPAL stockholder of Durham Broadcasting Co., which was granted a new 500-w daytime station on 730 kc at Durham, N. C., on Feb. 27, is J. Floyd Fletcher, son of A. J. Fletcher who was listed by BROADCASTING as principal owner [BROADCASTING, March 4]. A. J. Fletcher, president of WRAL Raleigh, was principal stockholder when the application was filed but subsequently vested his interest in his son, FCC spokesmen explained. He plans, insofar as may be necessary, to underwrite the construction and operation of the station for at least a year after it goes on the air, as a gift to his son. The son, formerly a Navy lieutenant, owns 80% of stock and will be manager.

Canada Meet Set

FIRST BOARD of directors meeting of Canadian Association of Broadcasters since resignation of Glen Bannerman as president and general manager will be held at Toronto CAB headquarters April 1. Problems for discussion will include FM licenses, FM recommendations made to the CBC and Department of Transport recently by CAB, forthcoming CAB annual meeting May 27-30 at Quebec and a number of agency and sponsor problems. Harry Sedgwick of CFRB Toronto and chairman of the board will preside.

Large Sale Predicted

HAL S. DARR, president of Scott Radio Laboratories, has predicted the sale of $1,000,000 worth of "the most expensive radios"—Scott receivers equipped with AM, FM and shortwave bands—in the New York area alone during the next 12 months.

News Radio Column

A RADIO COLUMN has been started in the Washington Daily News, written by William Terrell, as one of the first such columns to be reinstated since the war. The News also runs a four-page radio feature section on Saturday.

Free Speech Mike

GUARDIAN OF AMERICAN FREEDOM

BENJAMIN FRANKLIN SAID...

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

—as true today as it was then.

WJR

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station • Fisher Building, Detroit

AFN REPORTER TO COVER 'WORLD'

'GI Ernie Pyle' to Broadcast News to GI's
—With Carte Blanche Itinerary—

DEBARKING on the first leg of a reporting jaunt that will take him almost half-way around the world, Cpl. Saul Green, chief news correspondent for the American Forces Network, landed in New York this week "to report the world to the GI's, through the eyes of a GI, by the medium especially suited to convey that reportage . . . radio."

Representing occupation troops in the European theatre, Cpl. Green will serve as a sort of "GI Ernie Pyle," seeking out his own news stories, and broadcasting "to troops who now have to rely almost exclusively on civilian slanted newspaper reactions to world events."

In explainipg the new enterprise, Cpl. Green, former *New York Times* man, observed in an exclusive interview with BROADCASTING: "GI's hitherto have had to rely mainly upon newspaper reports for their coverage of significant international events. At present, they must also depend almost exclusively on men representing civilian news gathering agencies for that coverage. In this swiftly moving era, we at AFN believe that the swift moving reportage of radio—GI radio in this case—is the instrument best suited to bring the times to the men who have been greatly responsible for the fashioning of the times."

Implementing this contention, AFN began its new policy by sending its own reporters to cover the Nuremberg Trials and the first UNO session in London.

At Nuremberg, AFN Newsmen Harold Burson, former New York publicity counsel, and Ted Pierz, formerly with the Mason-Dixon radio group, scooped the world with an exclusive broadcast interview with Justice Robert H. Jackson, chief American prosecutor. At UNO, Cpl. Green scored another radio first by bringing Mrs. Eleanor Roosevelt to an AFN microphone for a conferee-eye's view of the proceedings.

Directing the new AFN news gathering policy is Lt. Howdee B. Meyers, program supervisor of AFN, and former special events director, WGN, Mutual station in Chicago.

CONSTRUCTION of WKXL Concord, N. H., new 250 w local outlet owned by Gov. Charles M. Dale, is now under way on second and third floors of Exchange Block. Station is to begin operations about mid-May.

Responsibilities of Radio OSU Institute Theme

RADIO'S social responsibility in the postwar world will be the theme of Ohio State U.'s 16th annual Institute for Education by Radio, scheduled for May 3-6 in Columbus. Among radio names to attend the 30 or more sessions within the Institute will be Edgar Kobak, Mutual president; Justin Miller, NAB president; and FCC Comr. Clifford J. Durr. I. Keith Tyler, director of the Institute, has invited Radio Directors Guild (AFL) to assume responsibility for the annual section on radio production. RDG has already appointed committee to study needs for seminar.

WOSU Courses

NO FEE—and no credits—go with new evening radio courses of WOSU Columbus, Ohio, announced by Dr. William H. Ewing, station program director. Related subjects will be offered 6:30-7 p.m. each day on such matters as Monday, music and literature; Tuesday, personal and family problems; Wednesday, international understanding; Thursday, current affairs and science; Friday, peacetime planning.

Cincinnati Institute

FIRST ANNUAL Radio-Television Summer Institute will meet June 17-July 27 in Cincinnati under joint sponsorship of WLW Cincinnati and the College of Music in Cincinnati. James D. Shouse, vice president in charge of broadcasting for the Crosley Corp., heads the advisory committee of the Institute. Practically every phase of broadcasting and telecasting will be studied in sessions. Further information may be had from Fred Smith, managing executive of the College of Music, 1228 Central Parkway, Cincinnati. Applications must be submitted no later than June 10.

Church Refresher

ANNOUNCEMENT has been made of the Summer School of Christian Radio July 1-12, designed for all connected with church broadcasting. Enrollment and further information may be had from Mrs. D. C. Clark, 156 Fifth Ave., New York 10, N. Y.

KMOX Studies

ST. LOUIS high school teachers, who will conduct a projected study course in radio broadcasting for the city's students, are currently attending special sessions at KMOX St. Louis. The classes for teachers are held under direction of Ben Wilson, KMOX continuity director, and Ted Westcott, staff producer. St. Louis high schools will introduce the broadcasting course into the curriculum when teachers have been trained.

Construction Commenced

KCMO Kansas City, Mo., ABC affiliate which recently received a construction permit from the FCC authorizing 50,000 w daytime and 10,000 w nighttime on 810 kc, has commenced construction on its new plant.

Tell and Sell the market that counts most . . .

Without

THE RATE PENALTY OF OUTSTATE COVERAGE

KCKN is the *only* station which programs exclusively and specifically for the metropolitan listener tastes of Greater Kansas City. Thru KCKN, you may effectively deliver your selling messages to the rich, fertile, *concentrated* sales potential that is Greater Kansas City. A sales potential thoroughly saturated by KCKN—without the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

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SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

SPLIT-SECOND TELLING
Like storm-clouds gathering a cosmic charge of electricity.. stocks of long-awaited merchandise begin to rumble a promise of relief for America's parched population. Though the sound is thin and far away.. it's coming! Suddenly, almost before distributors and dealers know it, the storm will break. Clouds will open.. raining refrigerators and radios, candies and clothing. How to let the public know? How to pass the buy-word.. quickly, dramatically, like lightning? Radio! Radio flings your message instantly. As fast as lightning. As wide as the sky. Westinghouse stations, with ready-made and eager audiences, will put you quickly in touch with buying-power in six great markets. Fort Wayne and Philadelphia. Boston and Pittsburgh. Springfield, Mass., and Portland, Ore. Primary areas alone embrace 18 million people. Be wise! Use foresight! Arrange *today* for the prepared programs and readied spots you'll want tomorrow.. on Westinghouse stations KDKA, KYW, WOWO, WBZ, WBZA, and KEX. Represented nationally by NBC Spot Sales—Except KEX. KEX represented nationally by Paul H. Raymer Co.
WESTINGHOUSE RADIO STATIONS INC

SPONSORED in Cleveland by Congress Cigar Co., SUMNER WELLES broadcasts "The Progress of Peace" over WJW, Sundays, 4:00 to 4:15 p.m.

This timely new series, transcribed for local prestige advertisers, is available for open markets through WJW Enterprises, Inc., WJW Bldg., Cleveland.

Audition Record on Request

WJW ENTERPRISES, INC.
WJW BUILDING • CLEVELAND, OHIO

ESCHEN ON THE SCENE

KSD Newsman Tells of Death Of Cardinal in Dublin

KSD St. Louis presented broadcasts on the death of John Cardinal Glennon, Archbishop of the St. Louis Diocese, with Frank Eschen, special news events director, broadcasting direct from London and Dublin. Mr. Eschen had been covering the travels of the prelate and the ceremonies in which he was elevated to the rank of prince of the Catholic Church.

KSD went on the air early March 9 to bring Mr. Eschen's report, after he had flown to Dublin upon receiving word that the prelate's condition was very serious. In Dublin he presented a series of direct broadcasts.

Mr. Eschen had flown with the Cardinal to Paris and Rome and had described the ceremonies. His story of the Cardinal's death was carried in the *St. Louis Post-Dispatch* with credit to KSD.

Oil News

DAILY program devoted entirely to news about oil is proposed in an application filed last week by Howdy Folks Broadcasters for a daytime standard station in Tulsa, Okla. The company seeks a 5 kw station on 1100 kc, a clear channel on which WTAM Cleveland is the dominant station. Applicant company is composed of Louis P. (Pug) Meyers and Gertrude Jo Meyers, his wife. Mr. Meyers, an attorney recently with the FBI, is a prominent Tulsa citizen. He is one-third owner of Francis Oil Co., a producing company whose main offices are in Tulsa.

FM Converter

AN FM frequency converter, designed to convert old-band FM sets for reception in the new band, was reported last week to have been developed by Electronics Research Inc., Evansville, Ind., for WMLL, Evansville FM station, operated by Evansville-on-the-Air Inc. (WEOA and WGBF). The device was described as "so simple and inexpensive that WMLL has decided to buy the number required for conversion in its area and furnish them to the receiver owners at no cost except for installation." Electronics Research was reported planning to market the converters.

Carson Elected

GERALD CARSON, vice president of Benton & Bowles, New York, has been elected president of Copy Research Council of New York. Edward Battey Jr., Compton Advertising, was elected secretary and treasurer; S. H. Giellerupp, Marschalk & Pratt, and Victor O. Schwab, Schwab & Beatty, were elected to the executive committee and will serve with Messrs. Carson and Battey for one year.

Dyke Addresses Japs

BRIG. GEN. Ken R. Dyke, former NBC national sales promotion director, now chief of Civil Information and Education, SCAP, in Tokyo, addressing a reorganization meeting of Japan Broadcasting Corp., emphasized that "radio belongs to the people," according to the Tokyo *Nippon Times*. Gen. Dyke said radio should reflect all opinions on controversial subjects and its facilities should be made available to all parties. A newly-formed Advisory Committee of Japanese citizens will direct Japan Broadcasting Corp. in efforts to make it an organ of democracy instead of a "tool of the militarists as it was formerly," said the *Times*. Col. Gilbert Hayden, acting chief signal office, Civil Communications Section GHQ, said his organization was ready to furnish technical and corporate information to help the Japanese create a free radio.

Gen. Dyke

Rexall Schedule

UNITED REXALL DRUG CO., Los Angeles (retail stores), revising advertising plans, is using a varied schedule of station break, time signal and spot announcements as well as five and fifteen minute programs and newscasts on ten Pacific Coast stations with others to be added naitonally. List includes KECA KHJ KFWB KMPC KNX KFRC KGO KJBS KPO KQW. Agency is BBDO Los Angeles.

Wide Video Usage

USE OF 20 million television sets within the next decade was foreseen by Joseph Gerl, president of the Sonora Radio and Television Corp., in a recent address before the Cleveland Advertising Club.

DesNoyers Named

ARTHUR E. DesNOYERS has been named director of procurement for Aireon Manufacturing Corp., Kansas City, following release from the AAF as major. He formerly had been accountant-examiner in Broadcast Division of FCC.

SOON!!

50,000 WATTS

(Day and Night)

KOMA

OKLAHOMA CITY'S CBS STATION

National Representative
Free & Peters, Inc.

WOW

WOW, with 5000 watts on 590, can be heard **CLEARLY** more than 100 miles from Omaha. **WOW** is **LISTENED** to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus **WOW** gives you **THE BIGGEST RADIO AUDIENCE** your money can buy in the Omaha trade territory.

AT 590 KC.	NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
AT *1100 KC.	90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1300 KC.	190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1500 KC.	420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT

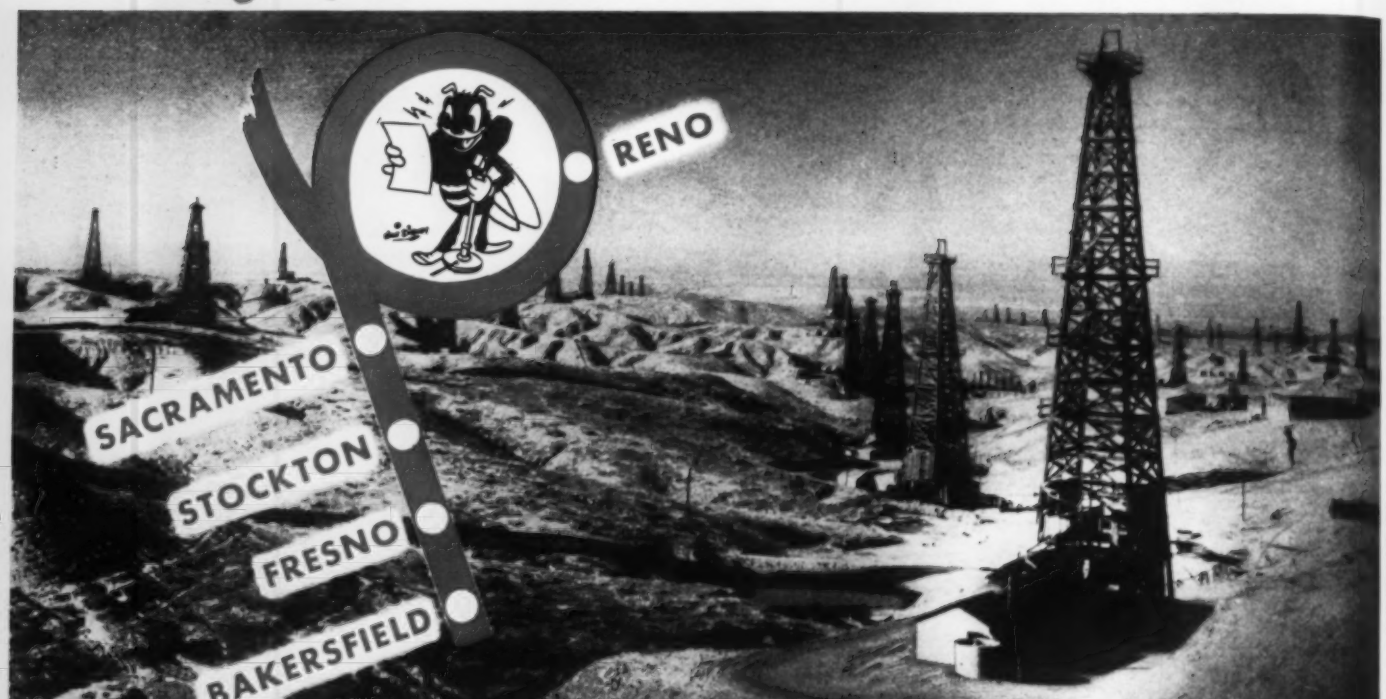
The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal, in the Omaha area, at frequencies higher than 590. *WOW's 2½ millivolt contour actually has been established* at nearly 200 miles from Omaha in every direction.

★ **These are the approximate frequencies of other full-time stations in the Omaha area.**

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Along the Inland California "Beeline"



. . . PETROLEUM provides $155,000,000 annual income

and natural gas adds another $22,000,000

PETROLEUM from Beeline fields helps make California a great oil state. Nearly one half (47%) of California produced oil comes from this 42 county area. Kern is U. S. county No. 1 in oil production —Sacramento County leads the State in natural gas. Yet petroleum is just one reason why 1,518,000 people here have almost two billion spendable dollars each year.

The Beeline Market—California's fertile central valleys plus rich Reno and her surrounding area—is a close-knit geographic and economic unit. Mountains 6,000 to 8,000 feet high surround it. So radio stations located WITHIN the market are needed for effective coverage.

Here the Beeline Stations, individually and as a group, give DEEP, LOCAL PENETRATION. Combination rates permit the choice of best availabilities on each station without the cost of lines or clearance problems. In selling Inland California and western Nevada . . . YOUR BEST BET'S THE BEELINE!

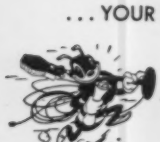
Remember these
5 BEELINE Stations

. . . each a dominant HOME station, powered for a top notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada:

KERN

Bakersfield. Established 1931. CBS. Primary coverage of oil-rich Kern County, heart of a naturally rich area. 1000 watts—1410 Kilocycles.

KMJ	KOH
Fresno (NBC) Established 1922	Reno (NBC) Established 1928
KWG	**KFBK**
Stockton (ABC) Established 1921	Sacramento (ABC) Established 1922



McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer Co., National Representative

FCC Hearing Docket for April, May, June, July

SCHEDULE of broadcast hearings beginning March 18 and continuing through April, May, June and July, covering applications for AM, FM and television, is shown in the accompanying table. Except where other than station applications are indicated, one day is provided for each application in consolidated hearings.

Name of applicant, FCC docket number, date and place of hearing follow:

A

A. S. Abell Co., Baltimore, Md. (7338), June 6, D. C.
Abilene Bcstg. Co. (KFDA), Abilene, Tex. (7367), June 14, Abilene, Tex.
Agricultural Bcstg. Co. (WLS), Chicago (7135), June 3, Chicago
Agricultural & Mechanical College of Tex. (WTAP), (6760) Mar. 25, D. C.
The Akron Radio Corp., Akron, Ohio (7050), April 22, Cleveland
Albany Bcstg. Co., Albany, N. Y. (6946), Mar. 21, D. C.
Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. (6584), "Continued pending outcome clear channel hearing"
Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. (6585), "Continued pending outcome clear channel hearing"
Allegheny Bcstg. Corp. (KQV), Pittsburgh, Pa. (7204), April 15, Pittsburgh
Allegheny Bcstg. Corp. (KQV), Pittsburgh, Pa. (7287), April 25, Pittsburgh
Altoona Bcstg. Co., Altoona, Pa. (6697), Mar. 22, Altoona
Amalgamated Bcstg. System, Chicago, Ill. (7136), June 3, Chicago
Amalgamated Bcstg. System, Inc., New York, (7226), July 1, New York
ABC, Chicago, Ill. (7137), June 3, Chicago
ABC, Los Angeles, Calif. (7259), May 20, Los Angeles
ABC, New York (7217), July 1, New York
ABC, New York (7245), June 3, D. C.
ABC, San Francisco, Calif. (7284), July 15, San Francisco
Andalusia Bcstg. Co., Andalusia, Ala. (7380), June 3, Andalusia, Ala.
Earl C. Anthony (KFI), Los Angeles (7254), May 20, Los Angeles
Arkansas-Democrat Co., Little Rock, Ark. (6731), Mar. 22, Little Rock
Arkansas Valley Bcst. Co., Fort Smith, Ark. (7157), May 27, D. C.
Ashbacker Radio Corp. (WKBZ), Muskegon, Mich. (6628), April 11, D. C.
The Ashland Bcstg. Co. (WCMI), Huntington, W. Va. (7365), May 31, D. C.
The Associated Broadcasters (KSFD), San Francisco, Calif. (7282), July 15, San Francisco
Atlanta Radio Enterprises, Atlanta, Ga. (7324), May 13, D. C.
Atlantic Bcstg. Co., Jersey City (7233), July 1, New York

B

Balaban & Katz Co., Chicago, Ill. (7138), June 3, Chicago
Charles W. Balthrope, San Antonio, Tex. (7374), June 10, San Antonio
Baltimore Bcstg. Corp. (WCBM), Baltimore, Md. (7372), Mar. 18, D. C.
Bamberger Bcstg. Service (WOR), New York (7241), June 3, D. C.
J. G. Long, James A. Clements & Travis C. Dodd, a partnership, d/b as Bay City Bcstg. Co., McAllen, Tex. (7163), May 20, D. C.
The Bay Bcstg. Co., Sandusky, Ohio (7172), Mar. 22, Sandusky, Ohio
Bay State Bcstg. Co., P. O. 229 Coffin Ave., New Bedford, Mass. (7054), June 20, New Bedford and Fall River
Beaver County Bcstg Corp., Beaver Fall, Pa. (7210), April 15, Pittsburgh, Pa.
Berks Bcstg. Co. (WEEU), Reading, Pa. (7339), June 6, D. C.
The Berkshire Bcstg. Corp. (6897), Mar. 18, Danbury and Torrington
The Wm. H. Block Co., Indianapolis, Ind. (7030), May 13, Indianapolis
Bieberback Bcstg. Co., Waltham, Mass. (7410), April 2, Boston
Book-of-the-Month Club Bcstg. Corp., New York (7227), July 1, New York
Bremer Bcstg. Corp. (WAAT), Newark (7243), June 3, D. C.
The Buffalo Bcstg. Corp. (WGR), Buffalo (7122), Mar. 1, D. C.
Buffalo Bcstg. Corp. (WGR), Buffalo (7187), May 10, D. C.
Buffalo Bcstg. Corp. (WGR), Buffalo (7188), May 10, D. C.
Gillette & Jesse Gilbert Burton, Jr., a partnership known as Burton Bcstg. Co. (7314), June 6, Mobile
David Rosenblum, tr/as Butler Bcstg. Co. (WISR), Butler, Pa. (7208), April 15, Pittsburgh

C

Calcasieu Bcstg. Co. (KPLC), (6664), Mar. 25, D. C.
Camden Bcstg. Co., Camden, N. J. (7065), April 22, D. C.
Capitol Bcstg. Corp., Charleston, W. Va. (6837), Cont'd to Mar. 25, D. C.
The Capital Bcstg. Co., Annapolis, Md. (7371), Mar. 18, D. C.
Capitol Bcstg. Corp. (WISH), Indianapolis, Ind. (7035), May 13, Indianapolis
Central Bcstg. Co., Madison, Wis. (6940), Mar. 29, Madison
Central Bcstg. Co. (WEAU), Eau Claire, Wis. (7216), May 27, D. C.
Central Illinois Radio Corp., Peoria, Ill. (7408), July 5, Peoria
The Central Kentucky Bcstg. Co. (6908), Mar. 25, Lexington, Ky.
Chambersburg Bcstg. Co., Chambersburg, Pa. (7066), April 22, D. C.
Chemical City Bcstg. Co., Charleston, W. Va. (6838), Cont'd. to Mar. 25, D. C.
Cherry & Webb Bcstg. Co. (WPRO), Providence, R. I. (7024), June 10, Providence
Chicago Federation of Labor (WCFL), Chicago (7139), June 3, Chicago
d/b as Chillicothe Bcstg. Co., Chillicothe, Ohio (7414), June 27, D. C.
Citrus Belt Broadcasters, Inc., Winter Haven, Fla. (7310), May 27, D. C.
Clear Channel (6741), April 15, D. C.
Cleveland Bcstg. Co., Cleveland (7046), April 22, Cleveland
Colonial Bcstg. Co., Providence, R. I. (7028), June 10, Providence
CBS, Boston (6024), April 2, Boston
Commonwealth Bcstg. Corp., Danville, Ky. (7164), July 12, Danville
Consolidated Bcstg. Corp. Ltd., Los Angeles (7258), May 20, Los Angeles
The Covington News, East Point, Ga. (Covington), (7067), May 23, D. C.
Crescent Broadcast Corp., Philadelphia (7096), Apr. 22, D. C.
The Crosley Corp. (WLW), Dayton, Ohio (7235), May 6, Dayton and Springfield
Cumberland Gap Bcstg. Co., Middleboro, Ky. (7001), April 1, Middleboro, Ky.
Cuyahoga Bcstg. Co., Cleveland (7393), June 24, Cleveland

D

Chester E. Daly, Cleveland (7155), June 24, Cleveland
The Danbury Bcstg. Co. (6896), Mar. 18, Danbury and Torrington
Danville Bcstg. Co., Danville, Ky. (7165), July 12, Danville
John W. Davis, Portland, Ore. (7378), June 27, Portland
Debs Memorial Fund, Inc., (WEVD), New York, N. Y., (6178), July 1, New York
Debs Memorial Fund, Inc. (WEVD), New York, (7250), June 3, D. C.
Deep South Bcstg. Corp., New Orleans (7117), June 24, D. C.
Don Lee Bcstg. System (KHJ), Los Angeles, Calif. (7255), May 20, Los Angeles
Don Lee Bcstg. System (KFRC), San Francisco (7281), July 15, San Francisco
Don Lee Bcstg. System (KGB), San Diego, Calif. (7398), June 17, D. C.
Don Lee Bcstg. System (KDB), Santa Barbara, Calif. (7399), June 17, D. C.
Drovers Journal Pub. Co. (WAAF), Chicago, Ill. (7140), June 3, Chicago
Dual Engineering Co., Chicago, Ill. (7141), June 3, Chicago
Allen B. Du Mont Labs., Cleveland, Ohio (7293), May 13, Cleveland
Allen B. Du Mont Labs., Pittsburgh (7288), April 25, Pittsburgh

E

Eagle-Gazette Co., Lancaster, Ohio (6732), June 7, D. C.
Eagle Printing Co., Butler, Pa. (7209), Apr. 15, Pittsburgh
Easley, Robert Lex, Laurens, S. C. (7062), May 23, Laurens, S. C.
East Tennessee Bcstg. Co. (6906), Mar. 29, Knoxville, Tenn.
Eastern Carolina Bcstg. Co. (WGBR), Goldsboro, N. C. (6867), Feb. 25, D. C.
Easton Publishing Co., Easton, Pa. (7179), May 8, D. C.
Empire Newspapers-Radio, Inc., Endicott, N. Y. (7392), May 1, Elmira, Endicott, N. Y.
W. Wright Esch (WMFJ), Daytona Beach, Fla. (7355), May 13, D. C.
Evansville on the Air, Inc., Evansville, Ind. (WEOK-WGBF), (7031), May 13, Indianapolis
The Evening News Assn. (WWJ), Detroit, Mich. (7275), Mar. 25, Field 1
Express Publishing Co., San Antonio, Tex. (7391), June 10, San Antonio

F

Farnsworth Television & Radio Corp. (WGL), Ft. Wayne, Ind. (7084), June 27, Ft. Wayne
Bernard Fein, New York (7219), July 1, New York
Henry F. Fett, Dearborn, Mich. (7384), June 19, D. C.
Fetzer Bcstg. Co. (WJEF), Grand Rapids, Mich. (7387), April 11, D. C.
Fidelity Bcstg. Co., Boston (6990), April 2, Boston
Larry Finley & Clinton D. McKinnon d/b as Finley-McKinnon Broadcasting Co., San Diego, Cal. (7358), June 12, D. C.
John F. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, Oregon City, Ore. (7379), June 27, Oregon City
Frank H. Ford, Shreveport, La. (7114), June 6, Shreveport
Fort Orange Bcstg. Co., Albany, N. Y. (6947), Mar. 21, D. C.
Fort Wayne Bcstg. Co, Fort Wayne, Ind (7348), June 10, D. C.
Fort Worth Bcstg. Co., Fort Worth, Tex. (7369), June 17, D. C.
Fostoria Bcstg. Co., Fostoria, Ohio (7356), June 12, D. C.
Fox West Coast Theatres, Los Angeles (7262), May 20, Los Angeles
Freeport Bcstg. Co., Freeport, Ill. (7064), July 1, Freeport
Frequency Bcstg. Corp., Brooklyn (6182), July 1, New York

G

Frank R. Gibson, Lake Charles, La. (7160), May 20, D. C.
Elias I. Godofsky, Brooklyn, N. Y. (7229), July 1, New York
Walter A. Graham, Tifton, Ga. (6918), April 18, D. C.
Great Trails Bcstg. Corp., Dayton, Ohio (7236), May 6, Dayton and Springfield
Greater New York Bcstg. Corp. (WNEW), New York (6179), July 1, New York
Greater New York Bcstg. Corp. (WNEW), New York (7317), May 20, D. C.
Greater New York Bcstg. Corp. (WNEW), New York (7318), May 20, D. C.
Greater Peoria Radio Broadcasters, Inc., Peoria (6709), Mar. 25, Peoria
Green Bay Bcstg. Co., Green Bay, Wis. (7158), April 15, D. C.
Green Bay Newspaper Co., Green Bay, Wis. (7159), April 15, D. C.
Fred O. Grimwood (6753), May 7, D. C.
Gulf Bcstg. Co., Mobile, Ala. (7313), June 6, Mobile

H

The Hampden-Hampshire Corp. (WHYN), Holyoke, Mass. (7325), May 13, D. C.
The George Harm Station (KARM), Fresno, Calif. (7124), May 13, D. C.
Thomas G. Harris, Individually and as Trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, W. T. Saunders, Spender J. Scott and Oswald G. Wolf (7373), June 10, Austin, Tex.
Harvey Radio Labs., Boston (6997), April 2, Boston
Hearst Publications, San Francisco, Calif. (7285), July 15, San Francisco
Hearst Radio, Baltimore (7299), May 6, D. C.
Hearst Radio (WBAL), Baltimore (7400), April 15, D. C.
Hearst Radio (WINS), New York (7218), July 1, New York
Hirsch Battery & Radio Co. (KFVS), Cape Girardeau, Mo. (7130), May 1, D. C.
Hughes Productions (Div. of Hughes Tool Co.), Los Angeles (6370), May 20, Los Angeles
Hughes Productions (Div. of Hughes Tool Co.), San Francisco (6371), July 15, San Francisco

(Continued on page 46)

Take a PEEK at a BUYING MARKET

What do you see? 3 New England states . . 181 cities and towns . . nearly two million listeners . . a two billion dollar market! For a longer and better look send for coverage map and data.

5000 WATTS 680 Kc.

Basic Station

American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:

WEED & CO.

CAB

(*Continued from page 20*)

ganization handles three basic questions:

1. How many interviews are made?

2. How are these interviews distributed throughout the United States?

3. How is the information obtained tabulated?

Size of Sample

CAB interviews the largest nationwide sample ever surveyed continuously for obtaining network program ratings. These interviews properly parallel U. S. population and radio homes in four city-size groups. For network program ratings, CAB covers 81 cities and Hooper 32 cities.

Statistical reliability tends to increase as a greater number of interviews is made. Naturally, the more persons interviewed, the smaller is the probable sampling error in reports of listening habits. For example, CAB takes a sample for each half-hour nighttime period that is nearly three times as big as that taken by any other coincidental rating organization.

Distribution of Sample

To get a true cross-section, interviews must be correctly distributed throughout the nation. CAB's nationwide sample is distributed in cities 50,000 and over, Hooper's nationwide sample is distributed in cities 100,000 and over.

CAB's sample is distributed among the seven standard U. S. census geographic areas and among four city-size groups in proportion to the population and radio homes in cities 50,000 and over.

Hooper's sample is distributed among five geographic areas in proportion to the percentage of total radio homes—of cities, towns and farms—but not in proportion to the population of radio homes in the cities of 100,000 and over.

In the Eastern Time Zone there is approximately 60 per cent of the population in all U. S. cities of 50,000 and over. The same percentage holds for all cities of 100,000 and over. CAB has 60.4 per cent of its sample in the Eastern Time Zone. Hooper has 44.4 per cent of its sample there.

The two rating services take the following approximate samples to obtain their published data on nationwide listening:

Approximate Sample for Published Data	CAB	Hooper
Sets-in-use for quarter-hour nighttime or Saturday, Sunday daytime period	2,010	675
Sets-in-use for half-hour nighttime or Saturday, Sunday daytime period	4,020	1,350
Sets-in-use for 1-hour nighttime or Saturday, Sunday daytime period	8,040	2,700
Sets-in-use for quarter-hour Monday through Friday daytime period	5,025	3,375
Program rating for quarter-hour nighttime or Saturday, Sunday daytime program (full network)	1,615 to 1,875	675
Program rating for half-hour nighttime or Saturday, Sunday daytime program (full network)	3,230 to 3,750	1,350
Program rating for 1-hour nighttime or Saturday, Sunday daytime program (full network)	6,460 to 7,500	2,700
Program rating for quarter-hour Monday through Friday daytime program (full network)	4,000 to 4,700	3,375

CAB bases each daytime Monday through Friday program rating on 10 broadcasting days; Hooper bases this same rating on five broadcasting days. The CAB rating for a nighttime or Saturday, Sunday daytime program is based on two broadcasts; the Hooper rating is based on one broadcast. Upon request, CAB members are provided with ratings based on a single broadcast.

Methods of Tabulation

Different tabulating methods cause much of the difference between CAB and Hooper program audience ratings. Even if the same homes were interviewed by CAB

(*Continued on page 62*)

Doggy Doggerel

PATTI, a palavering pooch, faced a WSPD Toledo mike and, so help us, said, "Mama." Jim Cochran, Fort Industry Co. station's advertising and promotion manager, swears to it—and so do members of the listening audience throughout the state, who wrote in they couldn't believe their ears. Patti's mistress is Delores Young, a recovered polio victim, who volunteered Patti's services to the March of Dimes. Response for the drive was great, with Patti's help.

Wilson Consulting Firm Opens Hollywood Office

HERBERT L. WILSON, consulting radio engineering firm, last week announced the opening of Hollywood offices, with Ed Iannelli as chief engineer for West Coast operation. Company has central office in Washington, and a laboratory in Rutland, Vt., in addition to the California branch.

Mr. Iannelli, formerly in the Washington office, will do engineering service (AM, FM and television), including field engineering for territory west of Denver and from Canada to Mexico. Firm also designs construction of studios and transmitter buildings. Mr. Iannelli will have a staff of three engineers. Offices are located at 1000 N. Seward St., Hollywood. Phone is Hollywood 6321.

British Broadcasting Celebrates Anniversary

BROADCASTING celebrated its 23rd anniversary in Britain Feb. 24 with an hour program on the history of the BBC. The first British station was 2-LO which started in 1922. By 1924 there were one million licensed listeners; by 1926, the number was doubled. Regional systems came into being in 1926, "key year" for BBC.

In 1932 when BBC had 5,628,000 licensed listeners, the radio system moved to Broadcasting House, beginning Empire Service the same year. At Alexandra Palace in 1936 BBC television broadcasts had their start. Program also reviewed the BBC during war, with the outstanding record of its engineers and correspondents featured.

Seek Canada Station

APPLICATION HAS BEEN made for 1,000 w station at Bridgewater, N. S., by Lester Rogers, John F. Hirtle and D. P. Hill, with licensee to be Arcadia Broadcasting Co.

PITTSBURGH PARADE!

Last year, 82 brand new accounts decided that KQV was the buy for them in the Steel City. KQV gives them the listening audience, the *real* station cooperation, that builds results. Try that on *your* budget.

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

EXCLUSIVE

COVERAGE OF THE CHAMPLAIN VALLEY AREA

WCAX BURLINGTON

VERMONT'S ONLY CBS STATION

1000 WATTS • FULL TIME

IT'S RIGHT...

for VERSATILITY

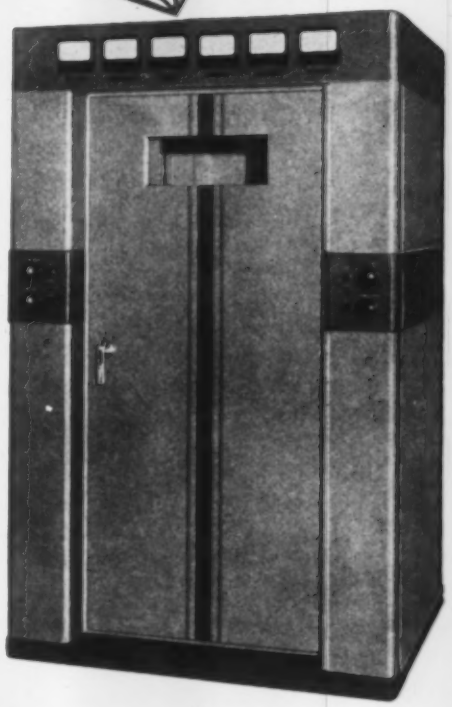
for MODERN BROADCASTING TECHNIQUE

for DEPENDABILITY

for EASY OPERATION AND SHOWMANSHIP

The GATES 1-KILOWATT TRANSMITTER

IT has everything you want in performance—modern broadcasting technique from circuit developments, now incorporated, which are the result of proved laboratory tests. It is versatile to meet all demands. Yes, and it is dependable under all circumstances. In addition to these mechanical perfections which Gates engineers assure, the BC-1E Transmitter combines easy operation and beauty in appearance to make your Station outstanding in showmanship. It is RIGHT for the 1-Kilowatt Station. Investigate it!



CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.

FREQUENCY STABILITY: Plus or minus 10 cycles maximum.

POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 Cycles, single phase, regulation not to exceed plus or minus 5%.

FREQUENCY RESPONSE: Within 1½ Db. from 30 to 10,000 cycles.

DISTORTION: Less than 3% from 50 to 7500 cycles, 0-95% modulation.

NOISE LEVEL: 60 Db. below 100% modulation.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE:
9TH FLOOR, 40
EXCHANGE PLACE

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA BY:
CANADIAN MARCONI CO., LTD.
MONTREAL

EXCLUSIVE MANUFACTURERS OF TRANSMITTING EQUIPMENT.....SINCE 1922

Goad Is New President Of Radio Correspondents

REX GOAD, Washington bureau manager, Transradio Press, was elected president and board chairman of the Radio Correspondents Assn. last Tuesday at the annual membership meeting at NBC Washington studios. He succeeds Richard Harkness, NBC commentator, who becomes ex officio for the next year.

Charter Heslep, Washington manager of Mutual, was named chairman of a spring party for members and their families. Other officers elected are: Eric Sevareid, CBS Washington news director, vice president and board vice chairman; Al Warner, WOL Washington news chief, secretary; Ray Henle, ABC commentator, treasurer; Francis W. (Pete) Tully Jr., Washington Reporters Inc., representing Yankee Network, WIRE Indianapolis, and WJW Cleveland, member-at-large.

Russian Things

BERT GORDON, the "Mad Russian" on the *Eddie Cantor Show* on NBC, is going to night school to learn how to speak—you guessed it—Russian.

Carnation Resumes

CARNATION MILK Co., Milwaukee (evaporated milk), April 1 will start on NBC *Lone Journey*, quarter-hour dramatic series to be heard five times weekly, 10-10:15 a.m. Program was previously heard on NBC from 1940 to 1943. Agency is Erwin, Wasey & Co., New York.

Bust on Display

BRONZE BUST of Norman Corwin, CBS writer-producer, is on view at the New York Galleries of Associated American Artists. Robert Russin is the sculptor.

McCann-Erickson Signs Contract for Building

AS REPORTED in Closed Circuit [BROADCASTING, March 11], McCann-Erickson has signed a contract for the purchase of a 26-story building at 292 Madison Ave., New York City, for the use of its New York headquarters, as well as headquarters for all the agency's foreign offices. Agency will initially require about 20 floors. Because of the expansion of the agency's volume of business in recent years, McCann-Erickson outgrew its space in the Associated Press Building at 50 Rockefeller Plaza and in the Noyes Bldg. at 730 Fifth Ave.

Mr. McCann, president of the agency, acknowledged that "it will, of course, take some time to take care of obligations to present tenants, but when that is done the new building is expected to provide space for the agency's current" and future requirements.

SPUDS, BUD? We doubt that the above gentlemen, Chuck Worcester (right), editor of CBS *Country Journal*, and Dr. E. S. Schultz of the Agriculture Dept. would call those onions they are observing "a new variety of potatoes." Quotes belong to urban publicist of CBS who so identified them in his cutline. *We* know better than *that*. Talking cold turkey, show has just moved to Sunday, 8:30-9 a.m. EST.

Milestones

LEANNA DRIFTMIER, who in March 1926 began telling listeners of KMA Shenandoah, Iowa, about her family, her favorite recipies and hints on parent and child problems, continues to present her six-weekly afternoon home service program on that station . . . And marking her eighteenth anniversary in radio this month is Edith Todesca, production manager of KNX Hollywood and CBS Western Division . . . Another broadcasting veteran, Ben Hatfield, chief announcer of WNAC Boston, celebrated his twenty-fifth radio birthday March 13 on WNAC *Louise Morgan Show* and met for first time two twenty-year men, Ralph Cowie, engineer, and Carlton Dickerman, chief announcer of Boston's CBS outlet, WEEI . . . On the Canadian side CJOR Vancouver, B C., in twentieth anniversary celebration featuring special programs and civic reception, on April 8 officially dedicates its new 5,000 w Northern Electric transmitter . . . One of first stations in western Canada, CKY Winnipeg, Man., March 13 entered twenty-fourth year of broadcasting as publicly owned outlet operated by the Manitoba Government's telephone system.

Owen to Hollywood

WADE Adv., Chicago, has announced transfer of Forrest Owen, of "Quiz Kids" production staff to firm's Los Angeles office. Mr. Owen will assume production duties on the "Lum and Abner" and "Queen for a Day" programs, both sponsored by Miles Labs.

KSD, With Frank Eschen at Microphone, Only St. Louis Station Which Made Direct Broadcasts From Dublin Covering the Death of John Cardinal Glennon

On December 23, 1945, the Right Reverend John J. Glennon, Archbishop of St. Louis since 1904, was notified that His Holiness, Pope Pius XII, had selected him for elevation to the rank of Prince of the Catholic Church. For the first time in history, St. Louis was to have one of its citizens a member of the Sacred College of Cardinals.

Frank Eschen, KSD's Director of Special News Events.

Immediately on receipt of the announcement, Frank Eschen, KSD's Director of Special News Events, was assigned to report this historic occasion in all its phases. First, arrangements were made for a broadcast by the newly elevated Cardinal, and within a few hours after the news was announced, His Eminence addressed the people of St. Louis in an exclusive KSD broadcast.

When details of Archbishop Glennon's itinerary were made known, arrangements were made for Frank Eschen to precede the prelate to Dublin, first stop on the journey to Rome, and thence to accompany the Cardinal to Rome for the investiture ceremonies which were a part of the Papal Consistory held in the Vatican February 18-21.

During the first portion of the tour, KSD presented exclusive short-wave broadcasts, direct to St. Louis, by Cardinal Glennon and members of his party from Dublin and Rome. The broadcasts also included experiences and incidents pertaining to the journey related by Eschen and other members of the group.

At the conclusion of the consistory, His Eminence returned to his native Eire to await a state dinner which was given in his honor on March 4. Meanwhile, keeping in contact with the Cardinal's party who returned with the prelate to Erie, Frank Eschen toured the war-torn countries of Europe and reported his observations to the St. Louis radio audience in a series of exclusive KSD short-wave broadcasts direct to St. Louis from various European capitals.

In private communications to KSD, Eschen frequently mentioned the unhealthful weather conditions which were prevailing in Europe, and that he and many of his fellow-travellers were suffering one or more symptoms of colds. Cardinal Glennon, too, had not escaped the effects of the unfavorable climate—effects which combined with his age and the rigors of his more recent activities ultimately proved fatal to the 83-year-old prelate.

During the several days of Cardinal Glennon's final illness, Eschen remained in close communication with Msgr. John P. Cody, chancellor of the St. Louis archdiocese, and Commodore Alphonse McMahon, the Cardinal's personal physician, who were at the prelate's bedside in the official residence of President Sean T. O'Kelly in Dublin. Eschen reported to the KSD radio audience the latest information concerning the Cardinal's condition in his short-wave broadcast from London less than four hours before the aged churchman succumbed.

At 2:56 a.m. (St. Louis time) on Saturday, March 9, an Associated Press dispatch reported the prelate's death. Recognizing this contingency, KSD had arranged to sign on at 4 a.m. Saturday morning, and for more than an hour was the only St. Louis station broadcasting the story.

At 5:10 a.m. that morning, Msgr. Cody, unable to communicate with Eschen who was en route from London to Dublin, notified the KSD news room by trans-Atlantic telephone of the Archbishop's passing, and told who was at the prelate's bedside, of the administration of the last sacraments and of plans for the return of the Cardinal's remains to St. Louis.

Cardinal Glennon (right) with KSD's Frank Eschen and the Rev. Peter Doyle (center) of County Meath, Eire, during his flight from Ireland to Paris on his way to Rome for the Papal Consistory.

At 8 a.m., Eschen presented a short-wave broadcast to KSD listeners direct from Dublin during which he reported further details of the Cardinal's death. At 12:45 p.m., in a second broadcast direct from Dublin to the KSD audience, Eschen interviewed Msgr. Cody and Dr. McMahon who described the last moments of St. Louis' first Prince of the Catholic Church. This broadcast, like all others during the journey, was an exclusive KSD operation. KSD was the only broadcasting station in St. Louis to send a member of its staff to Europe for Cardinal Glennon's investiture and to report the subsequent developments of the journey.

KSD

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Pictured above are cowboys branding on one of the many cattle ranches near Amarillo. Receipts from cattle, wheat, oil and gasoline—alone, amount to over $325,000,000 annually.

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KFDA
A NUNN STATION

HOWARD P. ROBERSON, *Manager*

REPRESENTED BY THE JOHN E. PEARSON CO.

FCC Hearings

(Continued from page 41)

I

Illinois Valley Bestg. Co., Peoria, Ill. (6710), Mar. 25, Peoria
Independence Bestg. Co. (WHAT), Philadelphia (7309), April 22, D. C.
Indiana Bestg. Corp., Indianapolis, Ind. (7034), May 13, Indianapolis
Indianapolis Broadcasters, Indianapolis, Ind. (7037), May 13, Indianapolis
International Detrola Corp., Detroit (7276), Mar. 25, Field No. 1
International Union, United Automobile Aircraft & Agricultural Implement Workers of America (UAW-CIO), Cleveland (7042), April 22, Cleveland
International Union, United Automobile Aircraft & Agricultural Implement Workers of America (UAW-CIO), Chicago (7142), June 3, Chicago
International Union, United Automobile Aircraft & Agricultural Implement Workers of America (UAW-CIO), Newark (7231), July 1, New York

J

The Jam Handy Organization, Detroit (7277), Mar. 25, Field No. 1
James Valley Broadcast Co., Huron, S. D. (7055), May 6, D. C.
Myles H. Johns, Milwaukee, Wis. (7119), Mar. 27, D. C.
Johnson-Kennedy Radio Corp. (WIND), Chicago (7143), June 3, Chicago

K

Kankakee Daily Journal, Kankakee, Ill. (7072), April 26, D. C.
Kentucky Bestg. Corp. (WINN), Louisville (7354), April 22, D. C.
Keystone Bestg. Corp. (WKBO), Harrisburg, Pa. (7306), April 15, Harrisburg.
Garvice D. Kincaid (6909), Mar. 25, Lexington
King Trendle Bestg. Corp. (WXYZ), Detroit (7278), Mar. 25, Field No. 1
Kingsport Bestg. Co. (WKPT), Kingsport, Tenn. (6249), May 31, D. C.
KGKL Inc., San Angelo, Tex. (7419), June 5, D. C.
Knight Radio Corp., Akron, Ohio (7051), April 22, Cleveland
Knight Radio Corp., Chicago (7144), June 3, Chicago
KRIC, Inc. (7321), Mar. 25, D. C.
KWKW, Pasadena, Calif. (6737), April 18, D. C.

L

Lake Bestg. Co., Gary, Ind. (7185), May 23, D. C.
Lake Erie Bestg. Co. (7004), Mar. 22, Sandusky, Ohio
Lake Superior Bestg. Co., Duluth, Minn. (7353), May 24, D. C.
Lancaster Television Corp., Lancaster, Pa. (7307), April 18, Lancaster
Palmer K. & Lois C. Leberman, New York (7251), June 3, D. C.
Lee Bros. Bestg Co. (6812), Mar. 18, D. C.
Liberty Bestg. Co. (John J Laux, et al), Pittsburgh (7169), April 26, D C.
J. J. Laux, R. Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, C. C. Swaringen, J. Troesch & J. L. Meridian, partners d/b as Liberty Broadcasting Co., Pittsburgh (7205), April 15, Pittsburgh
Lincoln-Belmont Pub. Co. & Myers Pub. Co., Chicago (7145), June 3, Chicago
Linders, Harry Willard, Marshall, Minn. (7056), May 6, D. C.
Lipman, William L., Kenoska, Wis. (7350), Mar. 27, D. C.
Littlejohn, James B., Ogden, Utah (7058), June 20, Ogden
Lorraine Journal Co., Lorraine, Ohio (7418), June 24, D. C.
Roy Hofheinz & W. N. Hopper, a partnership, d/b as Louisiana Bestg. Co., New Orleans (7162), May 20, D. C.
Lubbock Bestg. Co., Lubbock, Tex. (7343), June 5, D. C.
G. H. Nelson, Wendell Mayes, and C. C. Woodson, d/b as Lubbock County Bestg Co., Lubbock, Tex. (7334), May 27, D. C.
Dr. Leskie Hulton Luck and Myron Birdsell "Patt" McDonald d/b as Luck-McDonald Co. (7368), June 17, D. C.

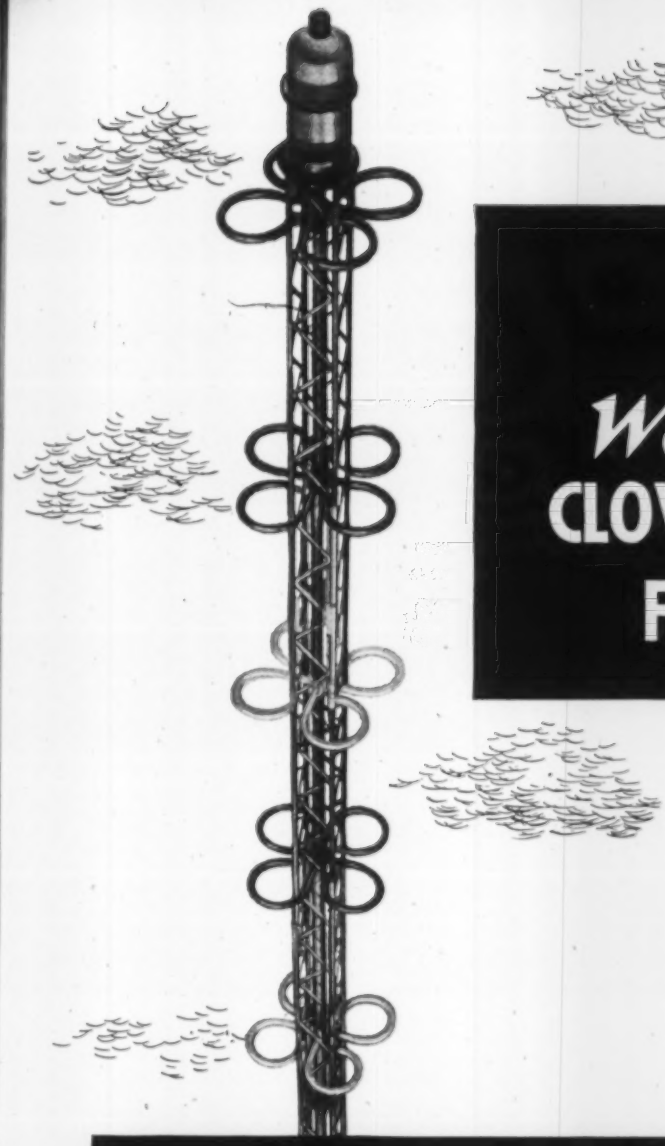
M

S. W. McCready, Medford, Ore. (7328), June 25, Medford
F. F. McNaughton, Peoria, Ill. (6713), Mar. 25, Peoria
F. F. McNaughton, Peoria, Ill. (7103), July 5, Peoria
Mansfield Journal Co., Mansfield, Ohio (7417), June 24, 25, D. C.
Marcus Loew Booking Agency, New York (7247), June 3, D. C.
Marion Radio Corp., Marion, Ind. (7349), June 10, 11, D. C.
Maryland Bestg. Co., Baltimore (7300), May 6, D. C.
Mass. Bestg. Co., Boston (6996), Apr. 2, Boston
James Robert Meachem, Elmira, N. Y. (7121), May 1, Elmira, Endicott, N. Y.
In the Matter of Promulgation of rules and regulations concerning procedure to be followed by Com. in passing upon assignments of license or transfers of control to corporate licensees. (7071), Rules proceeding; no date
Medford Printing Co., Medford, Ore. (7327), June 25, Medford
Meridian Bestg. Co., Meridian, Miss. (7375), June 3, Meridian
Metro-Goldwyn-Mayer Studios, Inc., Los Angeles (7261), May 20 to June 1, Los Angeles
Metropolitan Bestg. Service, New York (7224), July 1, New York
Miami Valley Bestg. Corp., Dayton, Ohio (7237), May 6, Dayton, Springfield
Mid-American Bestg. Corp. (WINK), Louisville, Ky. (6040), April 22, D. C.
Mid-State Bestg. Co., Peoria, Ill. (7104), July 5, Peoria
Midstate Bestg. Co., Peoria, Ill. (7184), May 23, D. C.
Midwest Bestg. Co., Mount Vernon, Ill. (7059), April 24, D. C.
Midwest FM Network, Ft. Wayne, Ind. (7083), June 27, Ft. Wayne
Midwest FM Network, Peoria, Ill. (7106), July 5, Peoria
Missionary Society of St. Paul the Apostle, New York (7316), May 20, D. C.
Fred W. Mizer, Orlando, Fla. (7183), May 20, D. C.
Moline Bestg. Co., Moline, Ill. (6699), April 17, D. C.
Monona Bestg. Co., Madison, Wis. (7351), March 27, D. C.
Mt. Vernon Radio and Television Co., Mt. Vernon, Ill. (7060), April 24, D. C.

N

Narragansett Bestg. Co., Fall River, Mass. (7312), June 20, Fall River
NBC, Cleveland (7294), May 13, Cleveland
NBC, Los Angeles (7256), May 20, Los Angeles

(Continued on page 48)



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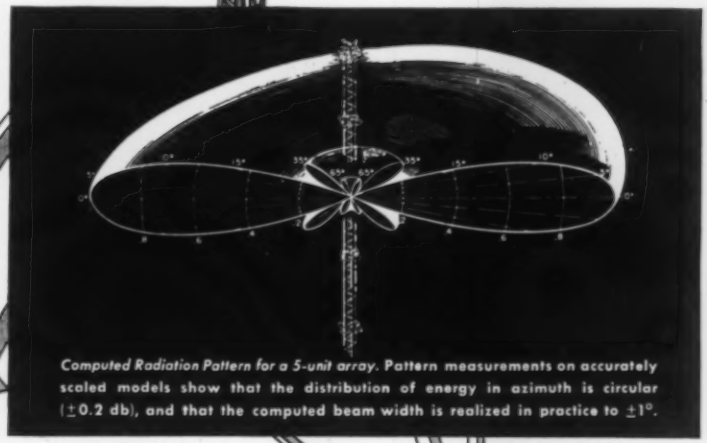
Western Electric
CLOVER-LEAF *antenna for*
FM BROADCASTING

12 OF THE MANY IMPORTANT FEATURES:

1. *High gain*
2. *Circular azimuth pattern*
3. *Simple to install*
4. *Minimum maintenance*
5. *Exceptionally rugged design*
6. *50 KW power capacity*
7. *No multiple transmission lines*
8. *No phase correcting lines or networks*
9. *No balancing lines*
10. *No field or factory antenna tuning*
11. *No insulators — full lightning protection*
12. *No end seals*



Computed Radiation Pattern for a 5-unit array. Pattern measurements on accurately scaled models show that the distribution of energy in azimuth is circular (±0.2 db), and that the computed beam width is realized in practice to ±1°.

Western Electric's new 54A Antenna can really dish out horizontally polarized waves in concentrated form. It's the high gain CLOVER-LEAF Antenna, designed by Bell Telephone Laboratories for FM broadcasters in the 88-108 mc band.

Radiating units shaped like clover leaves are spaced at half wave-length intervals. Power gains ranging from 1.30 with two units up to 4.70 with eight units are readily achieved.

Each radiating unit consists of four curved elements, which are connected by clamps along a feed conductor. The usual phase reversal occurring at half wave-length points along such a feed line is compensated for by merely reversing the elements in adjacent units. This eliminates insulators, end seals and the need for multiple transmission lines, phase correcting lines and balancing lines.

The impedance of the 54A Antenna is matched to the impedance of the coaxial transmission line by means of a unique low-loss transformer which utilizes the base section of the tower and antenna feed conductor. This transformer is set to proper adjustment at the time of installation.

For booklet giving full details, write to Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y. — or get in touch with your nearest Graybar Broadcast Equipment Specialist.

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General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

FCC Hearings

(Continued from page 46)

NBC, Chicago (7146), June 3, Chicago
NBC, Cleveland (7039), April 22, Cleveland
National Maritime Union Bcstg. Co., Inc., New York (7225), July 1, New York
Alvin E. Nelson, Inc., San Francisco (7389), May 13, D. C.
Nevada Radio & Television Co. (6813), March 18, D. C.
Newberry Bcstg. Co., Newberry, S. C. (7061), May 23, Newberry
New Laurel Radio Station Inc. (WAML), Laurel, Miss. (7292), May 24, D. C.
News-Syndicate Co., New York (6175), July 1, New York
News Syndicate Co., New York (7246), D. C.
New York Sun Bcstg. Co., New York (7223), July 1, New York
N. M. U. Bcstg. Co., New York (7225), July 1, New York
Noe, James A. (WNOE), New Orleans (6346), June 24, D. C.
James A. Noe, Shreveport, La. (7113), June 6, Shreveport
James A. Noe, Lake Charles, La. (7416), June 26, D. C.
Non-Commercial Educational FM Rules (7424), Rules proceeding; no date
Norfolk Bcstg. Corp., Norfolk, Va. (7087), April 4, D. C.
Northeastern Indiana Bcstg. Co., Ft. Wayne, Ind. (7085), June 27, Ft. Wayne
Northern Corp. (WMEX), Boston, Mass. (6992), April 2, Boston
North Jersey Radio, Inc., Newark (7230), July 1, New York
North Jersey Radio, Inc., Newark, N. J. (7370), June 14, D. C.
North Jersey Bcstg. Co., Paterson, N. J. (7234), July 1, New York

O

Northside Bcstg. Co. (WGRC), New Albany, Ind. (6052), May 31, D. C.
Northwestern Ohio Bcstg. Corp., Lima, Ohio (7357), June 12, D. C.
Oak Park Realty & Amusement Co., Chicago (7147), June 3, Chicago
The Ohio Bcstg. Co. (WHBC), Canton, Ohio (7186), Mar. 29, Madison, Wis.
Oklahoma Television & Bcstg. Co., Tulsa, Okla. (7128), May 1, D. C.
Orange County Bcstg. Co., Santa Ana, Calif. (7337), April 18, D. C.
Orlando Daily Newspapers, Inc., Orlando, Fla. (7182), May 20, D. C.
The Outlet Co. (WJAR), Providence, R. I. (6015), June 10, Providence
The Outlet Co. (WJAR), Providence, R. I. (7303), June 17, Providence

P

The Palladium Publishing Co., Benton Harbor, Mich. (7118), Mar. 27, D. C.
Frank Parker (6986), March 18, Danbury, Torrington
Pawtucket Bcstg. Co. (WFCI), Providence, R. I. (7029), June 10, Providence
Wm. Penn Bcstg. Co. (WPEN), Philadelphia (7274), June 17, D. C.
Pennsylvania Bcstg. Co. (WIP), Philadelphia (7272), June 17, D. C.
Peoples Radio Foundation, New York (7221), July 1, New York
Peoria Bcstg. Co. (WMBD), Peoria (7102), July 5, Peoria
Peterson & Co. (6907), Mar. 25, Lexington, Ky.
Philadelphia Daily News, Inc., Philadelphia (7273), June 17, D. C.
The Philadelphia Inquirer, A Division of Triangle Publications, Inc., Philadelphia (7270), June 17, D. C.
Philco Radio & Television Corp., New York (7242), June 3, D. C.
Kenneth Kesterson & Chas. Denix d/b as Radio Engineering Service, Pine Bluff, Ark. (7422), Mar. 22, Little Rock
Piedmont Bcstg. Corp. (WBTM), Danville, Va. (7394), June 6, D. C.
Pinnacle Bcstg. Co., Middlesboro, Ky. (7420), April 1, Middlesboro
Pittsburgh Radio Supply House (WJAS), Pittsburgh (7207), April 15, Pittsburgh
Plains Radio Bcstg Co. (KFYO), Lubbock, Tex. (7335), May 27, D. C.
Port Huron Bcstg. Co. (WHLS), Port Huron, Mich. (6987), June 9, D. C.
Providence Journal Co., Providence, R I. (7025), June 10, Providence
Pueblo Radio Co., Inc., Pueblo, Colo. (7092), June 17, Pueblo
Puerto Rico Communications Authority, Rio Piedras, P. R. (7342), June 3, D. C.

R

Radio Americas Corp., Mayaguez, P. R. (7341), June 3, D. C.
Radio Air Ways, Eugene, Ore., (7383), June 14, D. C.
Radio Bcstg. Co. (KTHS), West Memphis, Ark. (7086), May 13, D. C.
Radio Bcstg., Inc. (KTHS), Hot Springs, Ark., (7156), May 27, D. C.
Radio Peoria, Peoria, Ill. (7105), July 5, Peoria.
Radio Projects, Newark, N. J., (7232), July 1, New York.

(Continued on page 50)

***Business was* WAiVED FOR THE DURATION!**
***but* BARTON IS BACK!**

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Exclusive Publicity and Advertising Service for
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America's PUREBRED CATTLE Center

Cattlemen, all over America, recognize the superior qualities of Oklahoma purebred cattle for they pay higher prices for Oklahoma breeding stock. Buyers come from every state in the Union, Canada, South America and, recently, from South Africa. Hardly a week passes but a new sale price record is established for Oklahoma purebred stock. The day of the picturesque "longhorn" is long past . . . gone likewise are the days of the struggling "honest, but poor" pioneers! *"Thar's gold in them hills, podner".* Yes, in those beautiful, bluestem, grass-covered hills of eastern Oklahoma there IS gold! Oklahoma farmers and ranchmen are making money and they're spending it for the important things of life; both necessities and luxuries. In Oklahoma, pioneering still goes on — but it's pioneering in *better* things — it's pioneering known as progress!

Shown (right) is the heifer, "Erarica Sunbeam", bought by Mr. Ralph Smith, (in picture) of Kansas City, for $21,000.00, a National record for any cow of any breed. This sale was made at Miami, Okla., February 4th, where $281,000.00 was paid for stock from ONE ranch.

Shown (left) is "Del Zento", the bull for which Mr. George Rodenz, at right, of Ontario, Canada, paid $51,000.00 at Ada, Oklahoma, last January 5th. This was a National record price, for any bull of any breed, up to that date.

Five years ago KVOO pioneered by establishing Oklahoma's first radio farm department. Since that time our farm program service has been copied by other stations in the Southwest; but there's one thing they couldn't copy . . . that's *KVOO's faithful audience* . . . kept faithful by *our keeping faith.* That's why today KVOO enjoys one of America's largest and most loyal farm audiences. The KVOO Farm Department supplies the Southwestern farmer the *information he needs when he needs it.* We work *with* him and *for* him!

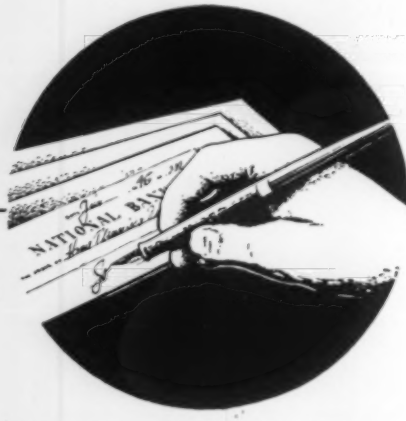
50,000 WATTS NBC ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

The KVOO FARM DEPARTMENT IS 5 YEARS OLD

FIRST IN EXPERIENCE — *FIRST* IN PREFERENCE IN OKLAHOMA

Fulton Lewis, jr.

sells banking service IN DENVER,



clothing in Cedar Rapids, and hundreds of other products for more than 180 sponsors, all of whom acclaim Fulton Lewis, jr. as the Number One Cooperative program on the air. The diversity of products sold by the national and local sponsors of Fulton Lewis, jr. prove that his audience listens and buys.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr. is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N.Y.
CO-OP

FCC Hearings

(Continued from page 48)

R (Continued)

Radio Service Corp., (6865), April 15, D. C.
Radio Springfield, Springfield, Ill., (7323), May 13, D. C.
Radio Station WAIT, Chicago (7150), June 3, Chicago.
Radio Station WGES, Chicago, (7151), June 20, Chicago.
Radio Station WJOB, Chicago, (7407), June 3, Chicago.
Radio Station WSBC, Chicago, (7153), June 3, Chicago.
Radio Voice of Springfield, Inc. (WIZE), Springfield, Ohio, (7239), May 6, Dayton-Springfield.
Raytheon Mfg. Co., Boston, Mass., (6998), April 2, Boston.
Raytheon Mfg. Co., New York, (7249), June 3, D. C.
Raytheon Mfg. Co., Chicago, (7148), June 3, Chicago.
Reporter Bestg. Co., (5968), March 25, D. C.
O. E. Richardson et al. d/b as Radio Station WJOB, Chicago, (7407), June 3, Chicago.
Roanoke Bestg. Corp., (WSLS), Roanoke, Va., (7395), May 6, D. C.
Roderick, Dorrance D., Pueblo, Colo., (7091), June 17, Pueblo.
Rodman, J. E. (KFRE), Fresno, Calif., (7125), May 13, D. C.
Royal Miller Radio (KROY), Sacramento, Calif., (7170), May 13, D. C.

S

Sague, Samuel R., Cleveland Heights, Ohio, (7176), June 24, Cleveland.
Sampson, Richard T., Oceanside, Calif., (7361), March 28, D. C.
San Bernardino Bestg. Co., (6811), March 18, D. C.
San Jacinto Bestg. Co., (6725), March 25, D. C.
Sandusky Bestg. Co., (7003), March 22, Sandusky, Ohio.
Santa Clair Bestg. Co., San Jose, Calif., (7413), May 13, D. C.
Scripps-Howard Radio, Cleveland, (7044), April 22, Cleveland.
Scripps-Howard Radio, Indianapolis, Ind., (7033), May 13, Indianapolis.
Scripps-Howard Radio, Pittsburgh, (7203), April 15, Pittsburgh.
Scripps-Howard Radio, Pittsburgh, (7289), March 25, Pittsburgh.
Scripps-Howard Radio, Cleveland, (7295), May 13, Cleveland.
Seaboard Radio Bestg. Corp., (WIBG), Philadelphia, (7269), June 17, D. C.
Segal, Lee Bestg. Co., Houston, Texas, (7332), May 27, D. C.
Shawnee Bestg. Co., Chillicothe, Ohio, (7415), June 27, D. C.
Sherron Mettalic Corp., Huntington, N. Y., (7253), June 3, D. C.
Simmons, Allen T. (WADC), Akron, Ohio, (7047), April 22, Cleveland.
Simmons, Allen T. (WADC), Village of Tallmadge, Ohio, (7319), March 25.
Skyland Bestg. Corp., Dayton, Ohio, (7345), May 1, D. C.
Skyland Bestg. Corp., Dayton, Ohio, (7409), May 6, Dayton-Springfield.
Smith, Joe L. Jr., (WJLS), Charleston, W. Va., (6677), March 25, D. C.
Smoky Mountain Bestg. Co., (6905), March 29, Knoxville, Tenn.
Rivers, James S., d/b as Southeastern Bestg. System, (7074), May 10, D. C.
Southeastern Mass. Bestg. Corp., New Bedford, Mass., (7053), June 6, New Bedford, Fall River, Mass.
Southern California Bestg. Co. (KWKW), Pasadena, Calif., (6737), April 18, D. C.
Southern Ill. Bestg. Co., Centralia, Ill., (7129), May 1, D. C.
Southern Utah Bestg. Co., (6759), March 18, D. C.
Star Bestg. Co., (6814), March 18, D. C.
Steel City Bestg. Co., Bethlehem, Pa., (7181), May 8, D. C.
Studebaker, John Gordon & Studebaker, John Ward, d/b as Studebaker Bestg. Co., San Diego, Calif., (7362), March 28, D. C.
Frederick A. Knorr, Harvey R. Hansen and William H. McCoy, d/b as Suburban Bestg., Dearborn, Mich., (7385), June 19, D. C.
Summit Radio Corp. (WAKR), Akron, Ohio, (7048), April 22, Cleveland.
Summit Radio Corp. (WAKR), Akron, Ohio, (7214), May 3, D. C.
Supreme Bestg. System, New York, (7222), July 1, New York.
Syndicate Theatres, Columbus, Ind., (7099), April 29, D. C.

T

Telair Co., Akron, Ohio, (7052), April 22, Cleveland.
Telair Co., Chicago, (7149), June 3, Chicago.
Telair Co., Cleveland, (7045), April 22, Cleveland.
Telegram Publishing Co., Salt Lake City, (7057), June 20, Ogden, Utah.
Television Productions, Los Angeles, (7264), May 20, Los Angeles.
Television Productions, San Francisco, (7283), July 15, San Francisco.
Templeton Radio Mfg. Corp., Boston, (6995), April 2, Boston.
Roy M. Hofheinz & W. N. Hooper, d/b as Texas Star Bestg. Co., Houston, Tex., (7333), May 27, D. C.
Texoma Bestg. Co., Wichita Falls, Tex., (7126), May 1, D. C
Thackery, Dorothy S., Los Angeles, (7265), May 20, Los Angeles.
Thackery, Dorothy S., San Francisco, (7286), July 15, San Francisco.
Thomas, Harold (WATR), Waterbury, Conn., (7363), June 10, D. C.
Thompson Bestg. Co., Altoona, Pa., (6698), March 22, Altoona.
Thornton, Duke H., Philadelphia, Miss., (7376), June 3, Philadelphia, Miss.
Tidewater Bestg. Corp., Norfolk, Va., (7390), April 29, D. C.
d/b as Tifton Bestg. Co. Tifton, Ga., (7421), April 18, D. C.
Times-Mirror Co., The, Los Angeles, (7260), May 20, Los Angeles.
Times Picayune Publishing Co., The, New Orleans, (7161), May 20, D. C.
Times-World Corp. (WDBJ), Roanoke, Va., (7396), May 6, D. C.
Torrington Bestg. Inc., (6895), March 18, Danbury, Torrington.
Troy Bestg. Corp., Troy, Ala., (7381), June 3, Troy, Ala.
Todd, Thomas H., et al d/b as Tuscaloosa Bestg. Co., Tuscaloosa, Ala., (7177) May 31, Tuscaloosa, Ala.
Twentieth Century Fox-Film Corp., New York, (7252), June 3, D. C.

U

United Bestg. Co. (WHKK), Akron, (7038), April 22, Cleveland.
United Bestg. Co., (WHK), Cleveland, (7049), April 22, Cleveland.
United Bestg. Co., (WHK), Cleveland, (7296), May 13, Cleveland.
United Bestg. Co., Ogden, Utah, (6885), June 20, Ogden.
United Detroit Theatres Corp., Detroit, (7279), March 25, Detroit

(Continued on page 52)

More
for your money on Mutual

HAVE you compared network rates lately?

Mutual has adapted and adopted as its credo: More value for each radio dollar than has been made available in network radio before. Mutual is helping advertisers to keep their costs of distribution in line.

For example... Mutual today delivers 40 more stations than a year ago, reaches hundreds of thousands more radio homes at no increase in overall cost. Mutual is the largest network in station count—with one-third more stations than the next network. And Mutual rates are lowest. For any standard time-unit bought on a full network basis for a full year, Network A costs at least 24% more than Mutual; Network B costs at least 47% more than Mutual; Network C costs at least 64% more.

In planning your advertising budget, keep these factors in mind—

STATIONS... Mutual has top-flight outlets reaching forty-seven of the leading 50 markets—and more exclusive station-cities than all other networks combined.

PROGRAMS... Mutual-developed programs are working for four of the top ten radio advertisers; 5 times as many air-tested features are currently available.

ECONOMY... A half-hour evening over a network of 260 Mutual stations costs only $6,700 per week for time (52 week basis).

Have you compared network rates and values lately? Apparently more and more advertisers have—because Mutual's sales increased 33% in November, 49% in December and 66% in January compared to the same months the year before.

It will pay you to investigate and compare.

Mutual
Broadcasting System

IBA Meet Oct. 10

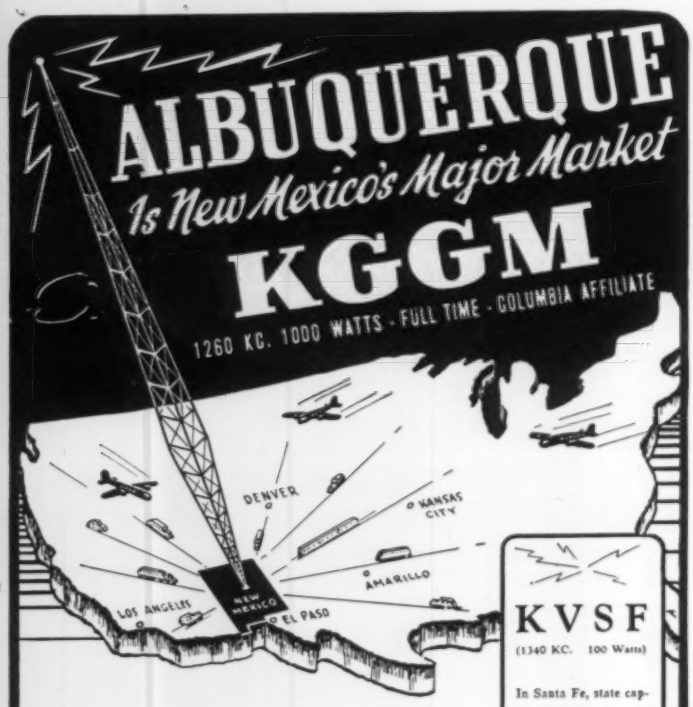
TELEVISION Broadcasters Assn. will hold its first postwar convention Oct. 10-11 at the Waldorf-Astoria Hotel, New York, with Ralph B. Austrian, president of RKO Television Corp., as general chairman. Highlighting the two-day session will be an exhibit of the latest video receivers, transmitters, cameras and studio equipment. "Television sets will be rolling off production lines in quantity at the time of our conference," Mr. Austrian said in explaining the emphasis on equipment at the session, "and the industry itself will be swinging into high gear. We have timed this event to coincide with the widespread distribution of receivers to dealers in the nation's leading cities where television stations are operating."

Summer Plans

U. S. RUBBER Co. plans to withdraw its *New York Philharmonic-Symphony* (Sun. 3-4:30 p.m.) from CBS for the summer season, renewing it sometime in the fall. Summer replacement will be the *Columbia Broadcasting Symphony*, sustaining.

Robert E. Sherwood

ROBERT E. SHERWOOD, 81, the 'Uncle Bob" who broadcast children's programs over NBC in the late 1920's, died March 9 at his Brooklyn, N. Y., home. Before his association with radio he had been a famous circus clown. In his later years he operated the Sherwood Co., wholesale book dealer.



KVSF
(1340 KC. 100 Watts)

In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

POPULATION* - - - 73,327
14⅓% OF TOTAL STATE POPULATION

BUYING POWER** - $90,265
27¼% OF TOTAL STATE INCOME

RETAIL SALES** - - $40,580
22 5/10% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

STRATEGICALLY LOCATED . . . AT THE CROSSROADS OF THE ENTIRE SOUTHWEST . . . ALBUQUERQUE IS THE MAJOR AIR, HIGHWAY AND RAIL CENTER, AS WELL AS THE GREAT WHOLESALE CENTER BETWEEN KANSAS CITY AND LOS ANGELES AND BETWEEN DENVER AND EL PASO.

REPRESENTED NATIONALLY
BY

TAYLOR-HOWE-SNOWDEN
RADIO SALES

NEW YORK CHICAGO DALLAS AMARILLO

FCC Hearings

(*Continued from page* 50)

U (Continued)

United Garage & Service Corp., Cleveland, (7041), April 22, Cleveland.
Unity Bestg. Corp. of Mass., Boston, (6994), April 2, Boston.
Unity Bestg. Corp., of New York, New York, (7228), July 1, New York.
Unity Corp., Springfield, Ohio, (7238), May 6, Dayton-Springfield, Ohio.
Universal Bestg. Co., Indianapolis, (7036), May 13, Indianapolis.
Universal Bestg. Co., Indianapolis, (7100), April 29, D. C.

V

E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield & Chas. J. O'Brien Jr., d/b as Valley Bestg. Co., San Jose, Calif., (7359), June 12, D. C.
Vancouver Radio Corp. (KVAN), (6566), April 15, D. C.
Van Curler Bestg. Corp., Albany, N. Y., (7173), March 21, D. C.
Veterans Bestg. Co., Houston, Tex., (7336), May 27, D. C.

W

Walt Disney Productions, Burbank, Calif., (7263), May 20, Los Angeles.
Warner Bros. Bestg. Corp., Los Angeles, (7257), May 20, Los Angeles.
Wasmer, Louis, Inc., (6612), May 22, D. C.
Wasmer, Louis, Inc., (6613), May 22, D. C.
WBAL, Baltimore, Renewal, (7400), April 15, D. C.
WBNX Bestg. Co., New York, (6013), July 1, New York.
WCAE, Inc., Pittsburgh, (7202), April 15, Pittsburgh.
WCAU Bestg. Co., Philadelphia, (6369), June 17, D. C.
WCBS, Inc., Decatur, Ill., (7326), May 13, D. C.
WCLS, Inc., Joilet, Ill., (6983), March 29, D. C.
WDAS Bestg. Station, Philadelphia, (7271), June 17, D. C.
West Ala. Bestg. Co., Tuscaloosa, Ala., (7178), May 31, Tuscaloosa, Ala.
Westchester Bestg. Corp., White Plains, N. Y., (7244), June 3, D. C.
Ingham S. Roberts, Joe N. Westherby, B. P. Bludworth & J. Edward Johnson d/b as Westex Bestg. Co., San Angelo, Tex., (7366), June 14, San Angelo.
Westinghouse Radio Stations, Inc. (KYW), Philadelphia, (7266), June 17, D. C.
Westinghouse Radio Stations, Inc. (KYW), Philadelphia, (7352), May 29, D. C.
Westinghouse Radio Stations, Inc. (KDKA), Pittsburgh, (7291), April 23, Pittsburgh.
West Virginia Radio Corp., Pittsburgh, (7206), April 15, Pittsburgh.
WFBM Inc., Indianapolis, (7032), May 13, Indianapolis.
WFIL Bestg. Co., Philadelphia, (7268), June 17, D. C.
WGAL, Inc., Lancaster, Pa., (7308), April 18, Lancaster.
WGAR Bestg. Co., Cleveland, (7043), April 22, Cleveland.
WGAR Bestg. Co., Cleveland, (7297), May 13, Cleveland.
WGAR Bestg. Co., Cleveland, (7320), March 25, D. C.
WHEC, Inc., Rochester, N. Y., (6948), March 21, D. C.
WHP, Inc., Harrisburg, Pa., (7305), April 15, Harrisburg.
Wichtex Bestg. Co., Wichita Falls, Tex., (7127), May 1, D. C.
Windmuller, Louis, Allentown, (7180), May 8, D. C.
Winter Haven Bestg. Co., Winter Haven, Fla., (7311), May 27, D. C.
Wisconsin State Bestg. Co., (6941), March 29, Madison, Wis.
WJJD Inc., Chicago, (7152), June 3, Chicago.
WJR, the Goodwill Station, Detroit, (7280), March 25, Field No. 1.
WJW, Cleveland, (7040), April 22, Cleveland.
WJW, Cleveland, (7298), May 13, Cleveland.
WKEU, Griffin Ga., (7211), May 27, Griffin.
WKEU, Griffin, Ga., (7212), May 27, Griffin.
WKEU, Griffin, Ga., (7213), May 27, Griffin.
WLIB, New York, (7248), June 3, D. C.
WLIB, New York, (7220), July 1, New York.
WMAS, Springfield, Mass., (7364), June 10, D. C.
WMCA, New York, (6177), July 1, New York.
Worth Bestg. Co., Fort Worth, Tex., (7344), June 5, D. C.
Wright Radio Corp., Chicago, (7144), June 3, Chicago.
WSOC, Charlotte, N. C., (7322), May 13, D. C.
WVNX Bestg. Co., New York, (6013), July 1, New York.

Y

Yankee Network, The, Providence, R. I., (7027), June 10, Providence.
Yankee Network, The, Boston, (6993), April 2, Boston.
Yankee Network, The, Providence, R. I., (7304), June 17, Providence.

Z

Zamoiski, Jos. M. Co., Baltimore, Md., (7302), May 6, D. C.
Zweifel, Kenneth G., Freeport, Ill., (7063), July 1, Freeport.

Estimates Differ

L. D. H. WELD, director of research, McCann-Erickson, writing in the current issue of *Printer's Ink*, estimates that radio—time and talent included—broke about even with 1944 with a total of $400,000,000. BROADCASTING estimated the gain in time sales as 7.3% higher than the previous year, with gross time sales at $411,547,628 (Feb. 11 issue). Dr. Weld's figures for total volume of advertising in 1945 are $2,386,000,000, a gain of slightly over 5% above the preceding year. It is the largest annual volume since 1929, he says.

WTOD Signs Raytheon

UNITY Corp., Toledo, Ohio, has signed contract with Raytheon Manufacturing Co. for complete 1,000 w equipment installation at WTOD Toledo, new station assigned on 1560 kc, I-B clear channel.

Safety Drive

ADVERTISING COUNCIL, working in cooperation with National Safety Council, soliciting support of advertisers, broadcasters and publishers in new accident prevention campaign stressing direct responsibility of individual. Foote, Cone & Belding, Chicago, is the volunteer agency; Carleton Healy, vice president, Hiram Walker & Sons, is campaign coordinator; Allan M. Wilson, Council staff executive.

Get all three!

GET STARS!

The nation's most popular orchestras, vocalists and novelty groups . . . to send up your ratings, boost your time sales . . . yours in the World Library.

Thanks to World's affiliation with Decca Records, Inc., the World Library brings you the pick of the entertainment world, especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment—you bring your listeners the big names they want to hear—just the way they want to hear them.

GET PROGRAMS!

The World Continuity Service helps you present this wealth of talent in a sparkling professional manner...78 complete continuities are sent to you each week. These scripts—prepared by World's staff of skilled radio writers—come to you ready for the air as first class sustaining or sponsored programs. It's a simple way to make profitable use of the tremendous variety and quality of the World Library.

Write or wire World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

GET REALISM!

You'll get the best possible recording for FM broadcasting and added quality for AM broadcasting on World Transcriptions. World's expert engineers add new dimensions to sound reproduction through Western Electric Vertical Wide Range recording equipment...give scrupulous attention to every detail of recording, processing and pressing. World's greater "know-how" and painstaking craftsmanship add up to the clarity, brilliance and life-like reproduction that are yours on the vinylite discs of World Library.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

Three Outlets Join MBS; Network Total Now 294

MUTUAL announced last week addition of three stations to its affiliates. Total is now 294.

Joining the network were: WNVA Norton, Va., 250 w, owned and operated by Blanfex Radio Co., also owners of WHLN Harlan, Ky. WNVA joins MBS as a bonus station to WHLN, already an MBS affiliate.

WFKY Frankfort, Ky., 250 w, owned and operated by Frankfort Broadcasting Co., and WKXL Concord, N. H., 250 w, owned by Gov. Charles M. Dale, of New Hampshire, both full affiliates.

ABC Chicago Move

ABC Chicago division has transferred its network sales, national and local spot sales, promotion, research, and sales service departments from the 23d floor of the Civic Opera Bldg. to the 16th floor. Move was made for better efficiency and convenience. Studios, engineering and program departments remain in Merchandise Mart.

West Virginia Stations Adopt Daylight Time—State's Clocks Stay on Standard

IN A MOVE believed to be unprecedented in radio, the newly-formed West Virginia Broadcasting Assn., comprising all stations in the state, will adopt daylight savings time from April 28 through Sept. 29—although West Virginia clocks will remain on standard time throughout that period.

The time change was unanimously voted by the broadcasters at a meeting held in Charleston March 9. Representatives of all of the state's 14 stations agreed to the resolution. On March 12, all stations included the resolution in all newscasts.

Under the plan, radio clocks will be changed to conform to network clocks when time change occurs. This means that, unless the West Virginia legislature takes action to the contrary during a special session to be held in two weeks, West Virginians will have two time schedules—that decreed by the state and that observed by radio.

Time Announcements

Participating stations will give time-announcements by the radio clock; they will make no rate adjustments, since their proposition is based on the assumption that West Virginia timekeepers are out of step with radio—not vice versa.

Prominent among those who spoke in behalf of the resolution were George W. Smith, general manager, WWVA Wheeling and executive vice president of the Fort Industry Co., and Howard E. Chernoff, general manager of the West Virginia Network.

The latter was elected president of the Association. The executive committee includes Harold Shaw, WBRW Welch; John Phillips, WGKV Charleston; Joe L. Smith Jr., WJLS Beckley and Stanton P. Kettler, WMMN Fairmont.

The time-change resolution follows:

WHEREAS, it appears that during the period April 28 to September 29, 1946 the principal sources of outstanding radio programs available to the radio stations of West Virginia will be broadcast on a daylight savings time schedule, and

WHEREAS, it appears to be in the best interests of the people of the State of West Virginia for the broadcasters of the State concertedly to adopt D.S.T. as a controlling time by which to program their stations, and

WHEREAS, it appears that by the adoption of such D.S.T. the broadcasters of the State can continue to bring to the people of West Virginia the same variety and high quality of programs of entertainement, education, religion and programs in the public interest, therefore

BE IT RESOLVED that the West Virginia Broadcasters Association meeting at Charleston, West Virginia, this 9th day of March, 1946, unanimously declare that effective April 28, 1946, and continuing through September 29, 1946, that daylight savings time will be observed in the operation and programming of all stations within the State of West Virginia.

No Rooms

A MRS. WEBSTER of Fort Dodge, Iowa, isn't too happy about the move of *Those Websters* (Quaker Oats) from CBS to Mutual. KVFD Fort Dodge to promote program broadcast a series of announcements stating the Webster family was moving March 3. Station and Mrs. Webster were swamped with phone calls from eager house-hunters, already to move in, within minutes after the announcements were made.

Designed to Guide Broadcasters in Meeting Their Responsibilities to the Public

Under the Direction of Russ Clevenger who conducted the public relations campaign for the broadcasting industry in the BMI-ASCAP controversy and more recently served the Federal Communications Commission as Director of Information.

★ Inquiries Invited ★

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar Street, New York 6, N. Y.

Advertising and Public Relations

BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO

CARD AVALANCHE

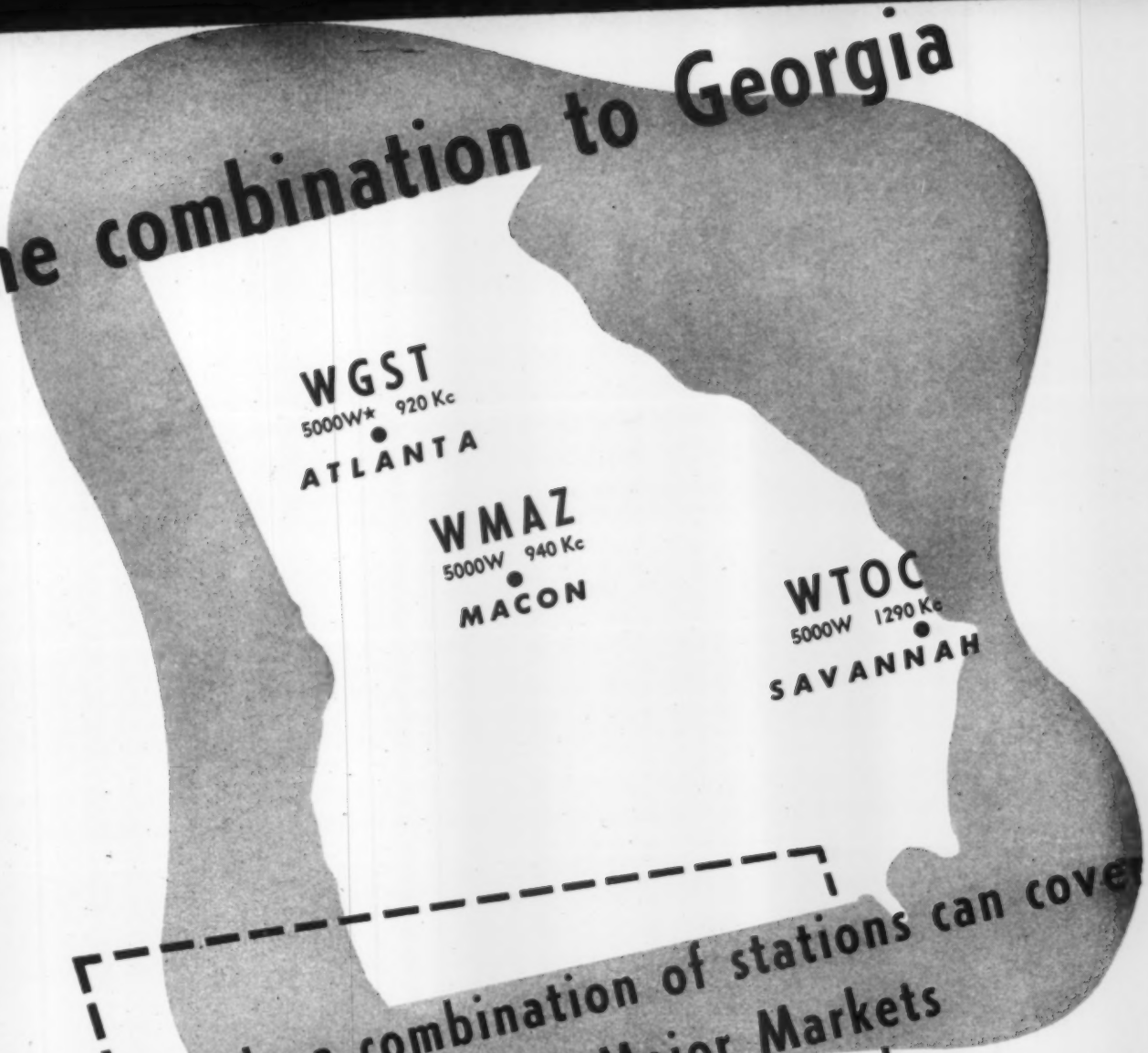
WLS Finds Midwest Appeal —As Effective as Described—

THOUSANDS of orphanages and child-care institutions throughout the midwest will receive Christmas cards in 1946 as a result of an article in BROADCASTING, February 4.

Glenn Snyder, general manager of WLS, Chicago, who read the article, "No More Christmas Cards, Please," describing the successful Christmas card campaign waged on the air by broadcasters for the benefit of the "Save the Children Federation of New York," thought so much of it that he has inaugurated a similar campaign on WLS. The first day WLS received 198,000 cards. By the seventh day, the mailman's cry for help forced Mr. Snyder to withdraw the courtesy announcements, although only 14 were used. To date, WLS is receiving in excess of 60,000 cards daily.

Twenty Chicago institutions have requested WLS to send cards. Thirty-nine other institutions have received 685,000 of the 1,500,000 cards received by WLS.

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

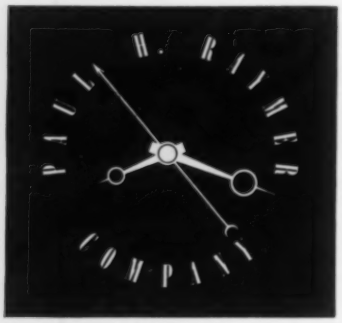
Represented by THE KATZ AGENCY, Inc.

It's the personal contact that carries the impact

Whether it be a deal for an ice cream soda or a "big time" radio sale—personal contact counts.

Telephone, teletypewriter and other modern inventions are essential selling tools. Research and program analysis are indispensable. But when the final effort is made and the deal is closed, it's the personal man-to-man contact that gets the business.

The first requisite of the men in this organization is that they have the character and the ability to sell with personal contact.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

F(ederal) C(ensorship) C(ommission)

RADIO CENSORSHIP is here. How long it is going to remain, and what far reaching effects it might have on the social and political life of this nation, depends in great measure upon American broadcasters, the press, the pulpit, motion pictures.

The charter upon which it is based was issued ten days ago by the FCC under the title of *Public Service Responsibility of Broadcast Licensees*. To accept lightly that charter, and to blink at its import, one must be blind to the implications within the document itself, and to the devious methods which contrived it.

It has been carefully polished by the FCC's rhetorical experts in an attempt to justify its purpose before a Presidential commendation of radio; in the presence of Supreme Court decisions; in the face of Congressional limitations against censorship.

It is as masterfully evasive as it is vicious. It seeks proof for its indictments of American radio in the archives of an art that came into being only 25 years ago. It is soft talk about a serious business, and the issues it projects are larger than broadcasting as a medium; are as large, in fact, as the welfare of democracy. For the meddling of Government in the instruments which enlighten public opinion is contrary to the precepts of the Constitution, and rebuts the fundamental thinking of our leaders from Washington to Truman.

The report is said by the Commission to be an effort only to force broadcasters to perform in programming as they promise when they apply for facilities. Even that would be an unwarranted arrogation. But it is more than that.

It is a pronouncement that the FCC will examine program structure and influence it.

How did it come into being?

Under a camouflage of innuendo, after the fashion that Hermann Goering built the German air force. Hermann built planes to train German youth in the great sport of flying, and suddenly one day the planes sprouted guns and the youths were seasoned pilots.

When was it conceived?

Probably it has been in the minds of many men who have served on the FCC, and on the old FRC. It is the nature of men to multiply their power and influence. It is against this instinct that extremely foresighted men documented American freedom in a Constitution that stands as our nation's bulwark against tyranny. Have we forgotten so soon the fanatical Pied Pipers of destruction who led the German and Italian people down a dismal road by the sweet sound of their treacherous voices on a radio which they programmed?

How was the report written?

Its first lines probably took form in the mind of James Lawrence Fly, former chairman of the Commission. It was written in great measure by Clifford J. Durr, whose profound interest in programming has been noteworthy for five years. He has won his fight. It was written by Charles R. Denny, now acting chairman, and by Paul A. Porter, his predecessor. It was written by Charles I. Siepmann, a former program director of the British Broadcasting Corp., who was hired to do the job at the instance of Mr. Durr and Charles S. Hyneman, special assistant to the Chairman.

How did the report come into being?

Observant eyes foresaw it, when the FCC:

Asked the Department of Agriculture to conduct a survey of rural program popularity.

Assigned the Census Bureau to prepare figures on sets-in-use, population and audience distribution.

Launched a study of clear channel stations.

Sent a staff economist to study "station relations" of the Canadian Broadcasting Corp.

Asked stations to make regular reports to the Commission on personnel changes.

Ordered its field stations, while weighted down with the greatest workload in their history, to divert energy to checking programs.

Completed, the report was released in the manner of a communique. It was handed to broadcasters on March 7, designated as a "proposed report." A "proposed report" generally is one which awaits the pleas and protests of interested parties before final action. But in less than 24 hours the FCC announced that the procedures contained in the document were effective immediately. What the FCC evidently meant by "proposed" was that it proposed to proceed.

The report, like Hermann's planes, has guns on it.

It calls for wider public criticism of *commercial* broadcasting, apparently because its authors are disconcerted that there has been no organized revolution against the medium. It seeks to determine, by the negative and punitive device of license renewal, the programs that should be scheduled, and the hours at which they should be heard. It defends these exhortations as a right designated by the law's requirement that stations must operate in "the public interest."

Who shall determine the public interest? Forget what it is, since no one successfully has defined it. Whatever it is, who shall measure it? Is it in the public interest that Congress should defeat the GI housing bill? Is it in the public interest that Mr. Denny should be made acting chairman? Is it in the public interest that Paul Porter should be pulled from that job and elevated to the quiet solitude of the OPA? Is it in the public interest that newspapers carry comic strips? Or that *Esquire* should publish the Varga girls?

No one man, and no seven men, can answer such questions. The public determines what is in its interest, and rejects that which is not. The public has not rejected American radio. There is evidence, on the contrary, that it has acclaimed it—in a survey which appears in this issue.

We have no argument with the FCC contention that there is need for improvement in American broadcasting. What art, what profession, business or governmental process cannot be improved?

The fact is that radio, as a technical science, is marching more rapidly than the FCC. The progress of a great art is mired in the quicksands of a bureaucracy. And that bureaucracy, instead of lengthening its stride and giving impetus to America's leadership in broadcasting, is dawdling.

It's time the Commission cleaned up its docket. The more stations it authorizes, the keener will be the competition. Then the public, with its own interest in mind, will decide the fate of those licensees who are guilty of "excesses." That's why few cities have more than two or three newspapers; why four out of five Broadway shows fail; why the mortality among new publications is greater than 90%.

The next step? The legality of the report should be challenged. There should be petitions for arguments on the "proposed" report. Allegations should be answered. Wholly fallacious "definitions" which penalize stations for public service programming should be contested. When punitive action is taken against a single station, all radio should join in a court test. Congress should be importuned again to state its intent.

There is more at stake than the ultimate pattern of American broadcasting. There is at stake the pattern of American life, and you can find that truth in the charred ruins of a chancellory in Berlin.

Our Respects To —

GEORGE CECIL BIGGAR

SUCCESSFUL broadcasting is contingent upon successful public relations. That means a broadcaster must reflect in his programs the best thinking and living of his community.

That's the philosophy of George Cecil Biggar, general manager of WIBC Indianapolis. Those who know him intimately will tell you that George Biggar is a living example of his "good neighbor" creed.

Life began for George Biggar on a farm near Brookings, S. D., Jan. 11, 1899. He was the youngest of four sons of Mr. and Mrs. James H. Biggar, who emigrated to Dakota Territory in 1880 from Canada. The elder Biggar broke land with a yoke of oxen and pioneered in planting trees on the prairies.

After graduation from the Brookings high school in 1916, young George enrolled in agriculture at South Dakota State College, specializing in dairy husbandry. In the summer of 1918 he left school, enlisted in Officers' Training Camp, Fort Sheridan, Ill., was commissioned second lieutenant and served until after the Armistice.

Returning to college he was graduated in 1921 with a B.S. degree, then spent several months in the soils lab of South Dakota State College. His next move was to Moline, Ill., as reporter on the *Dispatch*, but in March 1923 he resigned to become assistant publicity director of the Illinois Agriculture Assn. A year later he entered radio at WLS Chicago, then owned by Sears Roebuck & Co.

His first broadcast job was market editor of WLS, where he helped establish the now-famous *Dinnerbell* program and built a complete schedule of markets and weather reports.

In August 1924 Mr. Biggar was named director of Sears Roebuck Agricultural Foundation *Farm & Home* programs and for the next four years he supervised broadcasts over

(*Continued on page 60*)

Meet—

Homer K. Saphead

The Villain We're Out To Get!

He's a life-taker, bone-breaker, side-swiper, fender-crusher—the symbol of all reckless drivers!

With the end of war demands, WFAA looked around for the most vital need that could be helped through broadcasting. A few staggering statistics indicated that a big traffic safety campaign would be of greatest service to Dallas and the state . . . 1,052 Texans were killed in traffic accidents last year—9,549 were injured—there were 205,000 total accidents—and the economic loss was $55,756,000!

Result: WFAA created Mr. Saphead, and a mop-up campaign against him. The attack is intensified by a weekly quarter-hour program, featuring dramatizations of specific traffic violations. Other ammunition includes numerous daily spot announcements and special plugs on sustaining shows.

The fight is on, with WFAA spearheading the forces of civic clubs, traffic authorities, schools and the general public. Homer K. Saphead is on the spot!

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and Texas Quality Network Affiliate

820 KC. 50,000 WATTS

A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News

Respects

(Continued from page 58)

WFAA Dallas, WSB Atlanta and KMBC Kansas City. Meanwhile Sears Roebuck sold WLS to the *Prairie Farmer*, its present owner. In July 1929 Mr. Biggar returned to WLS as continuity director and two years later was made program director. In that post he hired and helped develop such personalities as Uncle Ezra, Lulu Belle & Scotty, Hoosier Hot Shots, Pat Buttram, Joe Kelly, Chuck Acree and the late Henry Burr. He also helped to establish the *National Barn Dance*, sponsored on NBC by Alka-Seltzer.

In September 1938 James D. Shouse, vice president of the Crosley Corp., Cincinnati, in charge of broadcasting, persuaded Mr. Biggar to join WLW as rural program director. A year later he was advanced to program director, with supervision over all broadcasts. In November 1943, after his return from six weeks in London as guest of the British Ministry of Information, Mr. Biggar was named assistant to Mr. Shouse in charge of employe relations, a newly-created post.

Last summer C. Walter McCarty, president and general manager of the *Indianapolis News*, owner of WIBC, and Joseph F. Breeze, business manager and advertising director, named Mr. Biggar general manager of WIBC [BROADCASTING, July 9, 1945]. Since taking over the Indianapolis station—which moved to new quarters in the News Bldg. during the holidays—Mr. Biggar has put into practice his philosophy of public service.

He feels that most radio executives are too "exclusive"—they don't mingle enough with the masses to get the real "feel" of the public pulse. That's why George Biggar is a great joiner and active in civic affairs. In recognition of his public relations achievements he was named chairman of the NAB District 8 Public Relations Committee by District Director John E. Fetzer, WKZO Kalamazoo.

Mr. Biggar doesn't believe that certain public service programs should bear "price tags." Conversely he feels that many commercials "render a distinct public service." At WIBC he attempts to balance entertainment with public service. "We want WIBC to be far more than a network outlet," he said. "We want to feel that we reflect the best thinking and daily living of Hoosierland."

Mr. Biggar married Genevieve Chappell, a former schoolmate, on Aug. 4, 1923. They have three children, Betty Gene, a Liberal Arts sophomore at DePauw U.; George Jr., high school senior, and Gordon, aged 12.

He has been active in American Legion affairs since shortly after its creation and was commander of Cincinnati Post No. 480. In Cincinnati he was active in the Kiwanis Club, Cincinnati Industrial Relations Club, Central Parkway YMCA, Cincinnati Boys Clubs, Kennel No. 1, Dog House Club of America; Cuvier Press Club and Caledonian Society. He also was a member of the Board of Stewards of the Pleasant Ridge Methodist Church.

Although he has been busy reorganizing WIBC, he also is taking an active part in Indianapolis civic affairs.

He is a Pi Kappa Delta and Alpha Zeta. His hobbies are gardening, poultry raising, keeping in touch with old friends and making new ones. Mr. Biggar took up golf when he lived in Cincinnati at a suburban home near Kenwood Country Club, but he has never boasted of his score.

Lunar Lunacy

WORD of the Army's radar ranging of the moon has finally reached Hollywood.

Last week the NBC press department announced that the comedy team of Bud Abbott and Lou Costello had mailed a letter to the moon. The U. S. Postmaster in Hollywood set the rate for moon-postage at 70 cents the half-ounce but refused to guarantee delivery.

MANAGEMENT

MAJ. EDNEY RIDGE, president and general manager of WBIG Greensboro, N. C., has rejected repeated pleas of political friends and heads of organizations that he enter the Democratic primary as a candidate for Congress from the state's Sixth District. Maj. Ridge explained that his present duties as U. S. Marshall for the Middle District of North Carolina, serving 28 counties in the most populous section of the state, is a responsibility "not to be relinquished lightly even for other worthy fields."

ELIAS I. GODOFSKY, former general manager of WLIB New York, and now an applicant for an FM station in New York, is the father of a girl, Marilyn Susan, born March 11.

DEWEY H. LONG, for the past year operator of his own southeastern representative firm with headquarters in Atlanta, has been appointed general manager of WKLX, new 1,000 w station now under construction at Lexington, Ky., and owned by Kentucky Broadcasting Co. Permit for 1300 kc was granted Feb. 20. Office is at 407 Security Bldg., Lexington. Mr. Long is former manager of WELI New Haven, Conn., and WSAI Cincinnati. He also had been southeastern representative for CBS Radio Sales and commercial manager of WAPI Birmingham, Ala., and WBT Charlotte, N. C.

Mr. Long

O. L. SMITH, who acted in place of **R. B. WESTERGAARD** as general manager of WNOX Knoxville, Tenn., during latter's Army service, continues duties as WNOX station director with Mr. Westergaard's return to station [BROADCASTING, March 11]. Mr. Smith was incorrectly identified in March 11 issue.

DAVID M. ARMSTRONG, commercial manager of CKNW New Westminster, B. C., has been promoted to station assistant manager. Prior to joining CKNW he was employed by CFCT Victoria, B. C., (now CJVI), CKBI Prince Albert, Sask., and CKMO Vancouver, B. C.

Mr. Armstrong

ALBERT L. JONES, for three years chief engineer at WAGA Atlanta, Ga., has resigned to become general manager of WFOM, new local station at Marietta, Ga., of Chattahoochee Broadcasters. He also is supervising WFOM installation.

REESE REINECKER, for several years secretary-treasurer of KXYZ Houston, Tex., has been appointed station manager with dissolution of all affiliation between KXYZ and KRIS Corpus Christi and KVAL Brownsville, Tex.

VAN C. NEWKIRK, former ABS vice president in charge of western operations who formulated per-occasion network of Pacific Coast outlets under temporary name of United Pacific Network, started on tour of some 30 Pacific Coast stations on March 12.

JOHN W. ELWOOD, manager of KPO San Francisco, discussed "Radio and Public Relations" as guest speaker at San Francisco Labor School March 12.

WGN Commended

WGN's public service series *The Chicago Story*, dramatizing outstanding civic developments, received official recognition by Chicago's City Council Feb. 28. In endorsing the resolution Mayor Edward J. Kelly expressed his appreciation to WGN for counteracting propaganda tending to malign Chicago, such as motion pictures and fiction portraying the city as a hotbed of gangsters.

1st CHOICE in Indiana's 2nd MARKET

Year in, year out—WSBT is 1st choice, overwhelming choice, in radio homes of the 2nd MARKET* in Indiana.

Because WSBT is first choice of listeners, it is first choice of advertisers—local, national and network.

No other station can offer more than a fraction of WSBT's *intensive* primary coverage of Indiana's bustling, prosperous 2nd MARKET.

Our "Hooperatings" tell the story. Shall we send you a copy?

***The South Bend, Indiana Market:**

Population	464,000
Retail Sales	$242,556,000.00
Effective Buying Income	$545,263,000.00

COLUMBIA NETWORK

WSBT SOUTH BEND

960 KC 1000 WATTS

Paul H. Raymer Co., National Representatives

Prelude to Spring

Spring is the season for changes, as the housewives sweep out the winter dirt and get a fresh start for the new season. Advertisers, too, should freshen up on radio markets which change like the seasons.

In the Atlanta market, the change is to WAGA which during the past three years, has made more progress than any other Atlanta station.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.

MORE ACCENT ON MUSIC

Some of the nation's favorite orchestras and vocalists are pleasantly awakening listeners' memories on a KFI offering called "SHOW-TIME." Hit tunes from operettas, reviews, and screen musicals are presented nightly at 10:45 on this transcribed feature which is a natural for gathering a substantial audience. And for the benefit of the forgetful who might not easily recall the era that produced some of our greatest show successes, a witty commentary about the time, place, and the original artists serves to introduce the pleasing variety of musical selections used on the program. Our Sales Department, incidentally, is offering "SHOW-TIME" on a participating basis. You might do well to inquire about rates and current availabilities at KFI or your nearest Edward Petry office.

ALLEN IS HEARD AGAIN

Among the all-time favorite announcers on the West Coast is Herb Allen. Prior to joining the army in 1943, Herb was on the KFI Staff and handled commercials for a number of leading network programs. Back in the fold (though not quite out of uniform), he is heard again on "FIESTA GRANDE"—a new KFI program aired Mondays, Wednesdays, and Fridays at 10:15 P. M.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

The Case for CAB

(*Continued from page 42*)

and Hooper ratings still would be different because tabulations differ.

Here is a comparison of some of the details of tabulation:

CAB

1. CAB employs straight tabulation.

2. There are three steps in the CAB method of tabulation. All are division steps.

3. CAB base of calls for each 15-minute period covered is approximately 15 factual-information calls per interviewer.

4. To get factual information, the CAB interviewer substitutes a new number and makes another interview (1) when busy signal is heard, (2) when respondent reports having no radio, (3) when respondent refuses or is unable to give any information whatsoever, (4) when operator reports number called is disconnected or out of order.

5. CAB method does not add line busies, refusals, etc., in total base of calls at any time because these have been eliminated by substitute interviews that produced actual information.

6. CAB method does not add line busies, refusals, etc., in the sets-in-use because these have been replaced by factual information.

7. CAB method includes "don't know" listeners in sets-in-use percentages *and* in sets-in-use base for determining "share of audience" to any program.

8. CAB considers that a respondent who does not know the station to which his radio is tuned or anything at all about the program being broadcast represents only a "dk" listener and a set in use.

* * *

CAB does not believe that radio research techniques are already perfect. Radio has grown and networks have expanded just as dramatically as the original 13 colonies developed into the United States of today. For example, the Mutual Broadcasting System has grown from four stations in 1935 to its present 293 stations. CAB keeps pace with these changes and realizes that listening cannot still be measured as it was when radio was in the "13 colonies" era.

CAB has increased its interviewing area and enlarged its service as radio has grown. To provide the best service possible, CAB will continue to make changes as the expansion of radio advertising requires. CAB has conducted many experiments and tests over many years and still continues this work of checking methods and improving radio research.

Hooper

1. Hooper tabulates by using a pro-rating formula which includes line busies, refusals and other unknown quantities.

2. There are seven steps in the Hooper method of tabulation. They are three division steps, two multiplication steps, one addition step and one subtraction step.

3. Hooper base of calls for each 15-minute period covered is approximately 15 calls per interviewer, including line busies, refusals, etc.

4. Hooper interviewer does *not* substitute call or make another interview to get factual information *except* when operator reports number called is disconnected or out of order.

5. Hooper method of adding line busies, refusals, etc., in total base of calls is applied to all data, regardless of size of sample, or time of day, or day of week.

6. Hooper method adds line busies, refusals, etc., in the sets-in-use.

7. Hooper method includes "don't know" listeners in sets-in-use percentages *but subtracts these same listeners* from sets-in-use base for determining "share of audience" to any program.

8. Hooper interviewers record very few "dk" listeners because if the respondent does not know the program or station, the interviewer requests a dial reading. Thus it is assumed that the radio station is correctly identified and on that basis the "dk" listener is credited to a program.

Pearson Offices

OPENING of sales-service offices in Los Angeles and San Francisco effective March 15 was announced last week by John E. Pearson Co., station representatives. Los Angeles office will be located at 321 Garfield Building and managed by Robert W. Walker, who has been in the advertising business in San Francisco and Los Angeles for the past 13 years. Mr. Walker will be assisted by John A. Nelson, with McCann-Erickson's San Francisco office for 15 years and for several years media director of that agency. In the San Francisco office, located at 68 Post Street, Mr. Pearson has appointed Eli C. Minton as manager. Mr. Minton was associated with King Features Syndicate and International News Service for 15 years prior to going into the advertising business in San Francisco three years ago.

CARL GULDAGER, former radio commentator and columnist of Chicago Daily News, has joined Marshall Field & Co., Chicago as institutional coordinator in the advertising bureau.

LIEUT. COL. RAI PURDY, operator of Rai Purdy Productions, Toronto, has returned to Canada after nearly three years with the Canadian Army Shows units overseas. He will return to his firm upon discharge.

WPTZ Philadelphia, Philco television station, returned to the air March 7 on its new channel 3 (60-66) mc broadcasting test periods.

WITH $60,000 as reported price, Cosmo Records, New York, has purchased complete Hollywood pressing plant from corporate group headed by Al Raskin, who planned to enter record making business.

COMMERCIAL

CARSON MAGILL, released from Navy, has joined KROW Oakland, Calif., as account executive. Prior to service he was with Foster & Kleiser Co. and before that was assistant to advertising manager of Tide Water Associated Oil Co.

KGVL Greenville, Tex., owned by **TRUETT KIMSEY**, has appointed Advertising Time Sales, Chicago, as national representative. Station is to go on air March 25 as an MBS and Texas State Network affiliate, operating on 1400 kc with 250 w.

EDWARD L. O'DWYER, discharged from the AAF as lieutenant, has rejoined the WWL New Orleans sales staff.

RAY DIAZ, former supervisor of announcers at ABC, has been named manager of the traffic department. Joining NBC in 1930 as a guide on the guest relations staff, Mr. Diaz switched over to ABC in 1942 when two networks separated.

ALLAN GILMAN, account executive of KWKW Pasadena, Calif., is a board director representing radio in newly organized Pasadena Advertising Club.

ALBERT J. HARDING, formerly with WCCO Minneapolis and WDNC Durham, N. C., has joined KSTP St. Paul as account executive.

BYRON NELSON, manager of KGO-San Francisco sales, March 26 is to address the Stockton Advertising Club at the Hotel Wolf, Stockton, Calif.

KDRO Sedalia, Mo., has appointed Forjoe & Co. as sales representative.

READ W. FLYNN, WTAL Tallahassee, Fla., sales manager, has been discharged from the Navy and has resumed station duties.

CARTER S. KNIGHT, salesman at WTAG Worcester, Mass., returns to the station following release from armed forces.

CKFI Fort Frances, Ont., has appointed H. N. Stovin & Co., Toronto, as exclusive representative.

NBC Television Station Resumes Day Schedule

DAYTIME television on a thrice-weekly schedule over NBC's New York telestation WNBT will be resumed after April 1 when the station renews operations, John F. Royal, NBC vice president in charge of television, announced last week.

WNBT will telecast *Radio City Matinee*, a show with varying format, Mondays, Wednesdays and Fridays 1 to 2 p.m. The program will be slanted toward women audiences, feature authorities on fashions, home furnishings, shopping, house and garden, and include entertainment acts.

". . . the $64 question from WFDF Flint? Let me see . . ."

"COME ALONG AND I'LL SHOW YOU A FEW REASONS WHY KGW IS YOUR BEST RADIO ADVERTISING BET."
Miss "KGW" at timebuyer's sweetheart
"MORE THAN 58% OF PORTLAND'S FAMILIES OWN THEIR HOMES! NEW CONSTRUCTION HAS REACHED THE HIGHEST VOLUME OF ANY CITY IN THE NORTHWEST SINCE 1943."
"MORE THAN 85% OF OREGON'S 64,000 FARMS ARE OWNER-OPERATED! OREGON'S FARM POPULATION IS A YEAR-ROUND, LOYAL RADIO AUDIENCE WITH TREMENDOUS PURCHASING POWER."
"PORTLAND SHELVES ARE PILED HIGH WITH CONSUMER GOODS! PORTLAND HAS 888 MANUFACTURING PLANTS — 1296 NEW BUSINESSES HAVE STARTED IN OREGON IN THE LAST 4 MONTHS."
"WANT TO KNOW HOW TO REACH THE GIRLS WHO DO THE HOMEMAKING--- AND BUYING? ADVERTISE OVER KGW! IT'S THE NORTHWEST'S MOST POPULAR STATION — BY ACTUAL POLL!"
"SHE CAN COOK, TOO!"
"KGW OBSERVES IT'S 24TH BIRTHDAY MARCH 25TH. IT'S GROWING LISTENING AUDIENCE AND IT'S POSITION IN A PRODUCTIVE ECONOMIC CENTER CANNOT BE OVERLOOKED BY THE WISE RADIO TIMEBUYER."
HAPPY BIRTHDAY KGW
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.
KGW
PORTLAND, OREGON

PRODUCTION

WILLIAM F. MELIA, production manager and announcer, has been named program director of WWNC Asheville, N. C. Other additions to WWNC announcing staff include **HAROLD DALE,** formerly of WAYS Charlotte, N. C., and WGTC Greenville, N. C., and **ART PERSKY,** new to radio.

HENRY WEAVER, discharged from Marine Corps after three years, has resumed duties as ABC Hollywood announcer.

JOHN McCLAY, formerly general manager of WBAB Atlantic City, has joined WPEN Philadelphia as continuity chief. Other addition to staff is **CHARLES SCHAFHAUSER,** script writer.

ROBERT BRADLEY, WISN Milwaukee staff announcer, is the father of a son, Timothy Joseph.

HENRY DUPRE, released as a major in the Army, has returned to WWL New Orleans as program director.

WILLIS CONOVER, recently discharged from the Army, will act as m.c. of the new three-quarter-hour morning variety show, "The Tune Shop," 9:15-10 a.m. Monday through Friday on WWDC Washington. Previously he was WWDC part-time announcer.

BYRON KANE, formerly with AFN London and Frankfurt, has been released from the Army and returns this week to freelance radio acting in Hollywood.

FRANK HARDEN, released from the service, has joined WIS Columbia, S. C., as announcer. He formerly was program director at WBIG Greensboro, N. C., and WGTM Wilson, N. C., assistant manager.

PEGGY HOLT has joined the WPEN Philadelphia continuity department.

LEONARD J. PATRICELLI, program manager of WTIC Hartford, Conn., has been elected president of the Wesleyan Alumni Organization of Hartford.

FLOYD RICHARDS, WTIC Hartford, Conn., announcer, is the father of a girl. Mrs. Richards is former receptionist at WTIC.

BUD RAINEY, WTIC Hartford, Conn., radio poet, has been confined to the Hartford Hospital for more than a month with a serious back injury caused by a fall.

TOM RUSSELL, released from the Army, has rejoined WTAG Worcester, Mass., as announcer.

BOB SHERIDAN has left the announcing staff of WTIC Hartford, Conn. He was wartime fill-in.

PARLEY BAER, former captain in the Army, has returned to KSL Salt Lake City, Utah, and has been assigned to regional programming. Prior to his entry into service he was KSL announcer-actor.

ARTHUR STANDER, released from armed forces, has returned to NBC "Amos 'n' Andy Show" as co-writer with **BOB ROSS.**

RAY SCHULTZ has resigned from NBC Hollywood press department to join staff of "Smilin Ed McConnell Show" on that network.

ARTHUR VAN HORN, producer of "Command Performance" and other AFRS programs, has been released from the Army after two and a half years. He will aid in production of the program for next few weeks in a civilian status.

VERNE WILSON with AAF discharge has resumed as program director of KYA San Francisco. **ROBERT EMERICK,** former AAF lieutenant, has returned to station as announcer-producer.

JACK WORMSER, one-time NBC New York and Hollywood producer, after four years has been discharged from Army with rank of captain. Following Japan surrender he was program director of AFRS network of 18 stations in that country.

LEONARD CARLTON has resumed his duties as program director of WLIB New York after a six months' leave of absence during which he acted as New York representative for the Paris Post.

RALPH HUNING, for three and a half years in the Navy, is new addition to continuity staff of KWK St. Louis. A lieutenant, he served in both Mediterranean and Pacific areas.

KEVIN SWEENEY, assistant to **FLETCHER WILEY** in the operation of the "Housewives Protective League" and "Sunrise Salute" programs, March 17 was to leave New York for a four-day conference with **LEE ADAMS,** St. Louis director of the program, and KMOX St. Louis executives. Following meetings Mr. Sweeney will return to New York and then proceed to Boston for meetings with station operators, returning to Hollywood headquarters about March 31.

ALICE BREWER WHITE has started six-weekly program on WTAR Norfolk, Va., reviewing news and fashions of interest to women. During war she was women's program director of WHLD Niagara Falls, N. Y.

EMERSON BUCKLEY, since Jan. 6 conductor of orchestra for Mutual's "Operatic Revue" Sun. 7-7:30 p.m., has been appointed associate conductor at WOR New York. He will share musical and administrative work of WOR musical department with **SYLVAN LEVIN,** WOR music supervisor.

TED ROBERTSON succeeds **LARRY KURTZE** as director of "Melody Lane" on WBBM Chicago, sponsored Mon. 6:30 p.m. by Weiboldt Stores, Chicago.

DAVE TAYLOR, conductor of the Arrowhead Network early morning show from WEAU Eau Clair, Wis., is the father of a boy.

ROGERS BRACKETT, program director of the "Vox Pop" program on CBS, Mon. 8-8:30 p.m., has been seriously ill in New Orleans. He is to rejoin show in Florida upon recovery.

EDWARD BROWNING, former program director of WISR Butler, Pa., and night program director of WFIL Philadelphia, has been appointed program director of WOLS Florence, S. C.

GEORGE MAYNARD, executive secretary of Radio Directors Guild, has joined CBS as a director.

BRUCE ELIOT, Army veteran of the Pacific, has rejoined the announcing staff of WOR New York. **JAY JACKSON,** returned from Army service in India, is new staff announcer.

ED WATSON has rejoined the announcing staff of KEX Portland, Ore., after service since 1942 as Maritime Service recruiting specialist. **SHERMAN WASHBURN** also has rejoined KEX announcing staff. He has been with an Army tank destroyer since 1942, was released as captain.

JACK EDMUNDS, former program manager of WMAL Washington, D. C., and more recently with ABC, has been appointed program director of KXYZ Houston, Tex.

KEN MARVIN, former chief announcer of WGYN New York and during the war AFN-Munich announcer, is new addition to staff of WNOX Knoxville, Tenn. He entered Army in 1943, became known as "Madman of Munich" as result of his nightly record program.

ROGER PRICE, for four years writer on NBC "Bob Hope Show," is conducting four-week session in radio comedy writing for People's Educational Center, Hollywood.

HARRY KOPLAN and **PEG CHANTLER** have been assigned writers on daily CBS "You're in the Act."

CHARLES WARBURTON, ABC staff director, is handling the "Dick Tracy Show" replacing **MITCHELL GRAYSON** who has left the network to freelance.

DON WITTY, back from three years' service overseas, has joined ABC as a director. In Europe he was assistant to **HOWARD NUSSBAUM** in the radio division under General Patton. Mr. Nussbaum is now eastern program manager of ABC.

WILLIAM WILLARD, released from Army, has been assigned civilian writer-producer on AFRS "Bob Young Show."

MARK LEWIS, released from the Army, has joined KLO Ogden, Utah, as announcer. While in service he was with AFRS in Hollywood, San Francisco and Karachi, India, as manager of VU2ZX.

VIDEO QUALITY

Gerl Says Programs Must Be Made Better

ONE OF RADIO manufacturing's best-known figures voiced the opinion last week that present-day radio programs must be improved if they are to be moved into the field of television.

Joseph Gerl, president of Sonora Radio & Television Corp., addressing the Chicago Junior Chamber of Commerce March 12, charged radio broadcasters and advertising agencies with flooding the air with an over-abundance of product advertising, despite "airy statistics on public service time versus commercial time."

"Today," Mr. Gerl said, "the air is full of commercials, almost every bit of radio entertainment is plotted around the commercials and even the unctuous tones of the announcers take on a new reverence when they describe the potency of a new laxative!"

"Unless television companies plan commercials on a distinctly higher plane than radio broadcasters have done, they will kill the field of television as a genuine addition to home entertainment and cultural growth," Mr. Gerl warned.

CHARLES RASHALL, announcer of KGFJ Hollywood, and Sally Zilz have announced their engagement. Wedding is to be in late March.

LEW WALKER, released after three years' service in the Army, has returned to WCOP Boston as announcer.

PAUL MASTERSON, ABC Hollywood announcer, and Adell Leonard, were married March 10 in Long Beach, Calif.

CHARLES E. BRADY, formerly of KOA Denver, and Ted Ryan of KTEM Temple, Tex., both Army veterans, have joined KGFJ Hollywood announcing staff.

HAL MARC ARNOFF, former script writer of NBC International Division, has joined the continuity department of WHN New York.

MAURICE BURCHELL and **TOM BENSON,** both recently discharged as officers in the Royal Canadian Navy, have returned to CKY Winnipeg, Mr. Burchell as a program producer and Mr. Benson as chief announcer.

KERR WILSON, announcer of CKY Winnipeg, is now at Toronto to freelance in announcing and singing.

PETER McDONALD, former freelance radio writer and actor, has joined the announcing staff of CBR Vancouver.

FRED RUSSELL, recently discharged from RCAF, has returned to CKNX Wingham, Ont., in charge of continuity. **TOM RAFFERTY,** formerly of CFCH North Bay, Ont., has joined CKNX as program and publicity director.

1310 KC • WORCESTER (WORC) MASSACHUSETTS • 1000 W.

A
WORD
FROM
WORC

RESULTS OF THE LATEST 5-MONTH HOOPER STATION LISTENING INDEX IN THE WORCESTER, MASSACHUSETTS, AREA:

Morn. Index Mon-Fri. 8-12 Noon	Station WORC	Station "B"	Station "C"	Station "D"	Station "E"	Others	Homes Called
	34.9	33.4	23.1	6.2	1.4	1.0	6,415

EXPERIENCED TIMEBUYERS APPRECIATE THE VALUE OF CONSISTENCY. THE ABOVE INDEX, BASED ON THE VERY LATEST HOOPER 5-MONTH SAMPLE, (DEC. '44 THRU APRIL '45) IS TYPICAL OF THE CONSISTENT STANDARDS SET BY WORC SINCE 1925

BASED ON THE ABOVE, YOUR ATTENTION IS INVITED TO THE FOLLOWING:

A 1-minute (one-time rate) morning announcement on WORC costs—$ 9.00
A 1-minute (one-time rate) morning announcement on Station "B" costs—$12.50

THEREFORE:

One Dollar spent on Station WORC between 8:00 and 12:00 noon delivers an average of 3.87% of listeners

One Dollar spent on Station "B" between 8:00 and 12:00 noon delivers an average of only 2.67% of listeners

FOR CONSISTENT, ECONOMICAL RESULTS
IN THE WORCESTER MARKET
YOUR STATION IS
WORC

NATIONALLY REPRESENTED BY WEED AND COMPANY

BASED ON THE ABOVE, YOUR ATTENTION IS INVITED TO THE FOLLOWING:

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

new 1946
MICHELSON
porto-playback

FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1946 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $90. Net F.O.B. New York.

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TRANSCRIBED PROGRAMS

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67 West 44th St., New York 18 **Phone: MUrray Hill 2-3376**

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CROP OF FRUIT
IS HARVESTED ANNUALLY
AT GRAND JUNCTION,
COLORADO
Where People
HEAR ONE STATION
« KFXJ »
A PEACH OF A PAIR
KFXJ • MUTUAL

PAYROLLS!
PEOPLE!!
Offer your products in a market that has the money to buy them. Let this medium of major influence sell your products in profitable volume. Sell via WSAV!
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT*
PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

Meet Mr. Reddy Cash!
FROM EAST TEXAS
KFRO influences buying habits of 500,000 people in the heart of the world's largest oil field.
American-Mutual
KFRO
LONGVIEW, TEX.
Texas Richest Market

AGENCIES

JIM McCLEERY, released from Navy radar division, has returned as partner of McNeill & McCleery Adv., Los Angeles, and assumed duties as radio director.

BERNADINE VAN, former advertising manager of Smart & Final Co., has joined John Freiburg Co., Los Angeles, as promotion director.

JOHN G. FRYER, released from Army where he had been non-commissioned officer in charge of radio for Sheppard Field, Tex., has joined Broadcast Adv., Los Angeles, as production director.

WILLIAM REID, former CBS Hollywood account executive, and ROBERT CAMPBELL, NBC announcer, have joined Adolphe Wenland & Assoc., Hollywood agency, as account executives.

PHIL W. TOBIAS Jr., discharged from the AAF as a sergeant, has joined Simmonds & Simmonds, Chicago, in charge of media and research.

G. DOUGLAS MORRIS, assistant advertising manager of Campbell Soup Co. for two years, has joined Pedlar & Ryan, New York. He is assigned account executive on Procter & Gamble products.

MARY R. SHERIDAN, formerly assistant media director of Ivan Hill Adv., Chicago, has been appointed media director of Tatham-Laird, Chicago. PAUL E. KELLY, returned from three and a half years' service with AAF, joins new agency as head of production and traffic. He formerly had been with McCann-Erickson and Young & Rubicam.

FREDERICK SHERMAN, released from AAF as lieutenant, has joined the copywriting staff of Ralph H. Jones Co., Cincinnati. Prior to entering service he was district advertising manager of Sears Roebuck & Co., Tulsa, Okla., copywriter with Averell Broughton Adv., New York, and an account executive with Grey Adv., New York.

ROBERT SIMPSON of the international department of J. Walter Thompson Co. has left for India, via England, where he will be located in the agency's Bombay office.

ROBERT H. KNOLLIN, following Army discharge, has rejoined Knollin Adv., San Francisco, in association with his father. He was in service for three years including a year with Office of Strategic Services in Kunming, China, and Hanoi, French Indo-China.

LIEUT. R. C. LYNCH, on terminal leave from the Army, has joined Oakleigh R. French & Assoc., St. Louis, as service director. He previously had been production manager of Anfenger Adv., St. Louis.

ALFRED WHITTAKER, released from the Navy as a lieutenant, has joined Benton & Bowles, New York, as assistant to CHARLES POOLER, vice president and director of research.

GENE FROMHERZ, timebuyer, Dancer-Fitzgerald-Sample, Chicago, resigns effective April 16.

GEORGE WARREN SUMNER, formerly a lieutenant in the Navy, has returned to G. Lynn Sumner Co., New York, as a management executive.

KENNETH W. SLIFER, manager of the copy department at N. W. Ayer & Son, Philadelphia, has been elected a vice president of the agency.

ARTHUR FORESTER, formerly overseas with the Office of Strategic Services and previous to that advertising manager of W. & J. Sloane, New York, has joined the Carl Reimers Co., New York, as account executive.

KENNETH W. PLUMB and DR. WALLACE H. WULFECK, vice presidents of Federal Adv., New York, have been elected to the agency's executive committee.

CAL KUHL, who produced weekly CBS "Maisie" program during initial broadcasts, April 1 resumes those duties for The Blow Co. replacing WILLIAM ROUSSEAU, resigned. SAM TAYLOR has been assigned writer, succeeding ARTIE PHILLIPS.

JOHN FREESE, director of commercial motion picture production, Foote, Cone & Belding, New York, also has been appointed director of television for the New York office.

DONALD S. SHAW, radio director, and CHARLES A. BROCKER, media director of Geyer, Cornell & Newell, New York, have been elected vice presidents of the agency. Mr. Shaw, formerly commercial program sales manager of Blue Network (now American Broadcasting Co.), in charge of radio for CIAA and previously vice president and general manager of WMCA New York, joined Geyer, Cornell & Newell in 1944. Mr. Brocker has been with agency for three years, previously had been with J. Stirling Getchell Agency as media director.

Mr. Shaw

JACK NORTH, media director of Aubrey, Moore & Wallace, Chicago, is the father of a boy, James Bruce, born March 1.

WILLIAM H. OHLE, serving as senior grade lieutenant in the Navy since 1944, has returned to Needham, Louis & Brorby, Chicago, as an account executive.

GEORGE B. FRANK, a captain in the Army Signal Intelligence Service for two years, has returned to Goodkind, Joice & Morgan, Chicago, as production service manager.

GREGORY Adv., Cleveland, with return of BROMLEY HOUSE to agency as vice president and full partner after service with Army Ground Forces Headquarters, Washington, has changed name to Gregory & House Inc. Mr. House joined agency in 1939. President of agency is HONOR GREGORY.

BILL SATZUK, who served with the armed forces in Germany, has returned to the publicity department of Benton & Bowles, New York.

McCANN-ERICKSON has moved its Cuban office to new and larger quarters at Obrapia 360, Havana.

BRUCE SWIGERT, released from the Army and formerly with N. W. Ayer & Son, Philadelphia, has joined the foreign department of McCann-Erickson, New York. After training period in New York office he will be transferred to agency's branch office in Bogota, Columbia. BERNARD JENNINGS left New York last week to take up his duties as assistant to the manager of McCann-Erickson's Argentine office.

CHARLES J. CHARNEY Assoc. has moved offices to 200 W. 40th St., New York. ALVIN GEORGE and C. J. CHARNEY have been appointed to executive positions and will administer agency accounts.

GREGORY B. PERKINS has joined Wilson, Haight & Welch, Hartford, as account executive and assistant to ARVIN J. WELCH, vice president.

FRAN HARRIS, director of television at Ruthrauff & Ryan, Chicago, discussed "Television as an Advertising Medium" at March 15 meeting of Kappa Chapter, Gamma Alpha Chi, Chicago.

EARL AVERY ADVERTISING SERVICE has moved offices from Russ Bldg. to 617 Montgomery St., San Francisco.

SAMUEL BOYD and ROBERT C. LEWIS, after serving in the armed forces, have returned to Needham & Grohmann, New York, as production manager and traffic manager respectively.

WILLIAM L. YOUNG, for 15 years a sales executive of Lever Brothers Co., has joined the executive staff of William Esty & Co., New York.

HELEN ALCALAY, formerly copy writer of Hillman-Shane-Breyer, Los Angeles, has joined Arthur W. Stowe Adv., in similar capacity.

RUSSELL HUNT, formerly of West-Marquis, Los Angeles, has joined Advertising Management Service as account executive.

CHARLES A. WHITEX Jr. has returned to The Earle A. Buckley Organization, Philadelphia, as executive vice president after three years in the Army.

REILLY & KUSHINS ADV., specilizing primarily in radio production, has opened offices at 935 Market St., San Francisco.

FRED BECKER, recently resigned Los Angeles radio director of Abbott Kimball Co., and Betty Beebe of Ft. Lauderdale, Fla., were married in New Jersey on May 30, 1944, it just has been revealed.

HAROLD F. STANFIELD, Montreal is opening a Toronto agency at 311 Bay St. WALTER S. NUGENT, formerly of Walsh Adv., Toronto, and C. P. SUTCLIFFE, formerly of Ronalds Adv., Montreal, are account executives.

GEORGE LEITHNER, following two years' service in the Army, has returned to Young & Rubicam, Chicago, as media director and business manager. He has been with agency for 17 years.

RILEY JACKSON, former radio producer for Wade Adv., Chicago, has returned to his agency position after release from the service.

MORGAN REICHNER, a lieutenant commander in the Navy before returning to Abbott-Kimball Co., New York, has been appointed vice president in charge of service at the agency.

ART DALY, ABC Hollywood writer-producer, has resigned to become West Coast manager of Peck Adv., New York agency, and will establish offices in Los Angeles.

Harvel Replaces

HARVEL WATCH Co., New York, March 17 started a weekly quarter-hour musical series, *The Cliff Edwards Program*, on 61 ABC stations, Sun. 1-1:15 p.m. Program replaced the *John B. Kennedy Show*, previously sponsored same day and time over ABC by Harvel.

In Benny Film

PHIL HARRIS and Eddie Anderson (Rochester), musical director and comedian, respectively, on NBC "Jack Benny Show," have been signed to portray themselves in forthcoming Warner Bros. film, "The Life of Jack Benny." Humphrey Bogart will be starred.

"Guess Si heard about tradin' for a new car on WGAC."
WGAC Augusta, Ga.

YOU MAY PACK A WALLOP THAT TRAVELS AT 135 MILES PER HOUR*—

BUT— YOU CAN'T REALLY HIT WESTERN MICHIGAN WITHOUT WKZO-WJEF!

You of course know that Western Michigan's "Stone Wall" of fading keeps outside stations really OUT. But do you know these facts about WKZO-WJEF—the *inside* combination to which Western Michigan *does* listen?

WKZO is FIRST in and around Kalamazoo. It has 5000 watts at 590 KC—by long odds Western Michigan's best channel. It serves eighteen counties (630,717 people, daytime) with CBS p'us the best local programming in these parts.

WJEF is FIRST in Grand Rapids and Kent County — has the best frequency and serves the entire city with a walloping 25 millivo'ts. WJEF is carrying 53 of Columbia's biggest shows — reaches an audience of 246,338 people!

Together, the WKZO-WJEF combination reaches 877,055 people, and at a rate you'll recognize as low. Let us send you the rest of the facts—or just ask Lewis H. Avery, Inc.

* Testing machine showed that Jack Dempsey's 9- and 10-inch blows actually traveled that fast!

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WNOX

gives you

1. MORE LISTENERS
2. MORE COVERAGE
3. MORE POWER

Three reasons why you get more return for your advertising dollar when you place your client's advertising on WNOX.

Check with your BRANHAM man for good availabilities.

PRESENTED BY The BRANHAM Co.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

ALLIED ARTS

TED LLOYD Inc., New York, is name of new firm oragnized to operate as liaison between motion picture and television industries. Location is 250 W. 57th St. **HAL HORNE**, chairman of Story Productions Inc., independent motion picture producer, is president of new firm. Other officers include: **TED LLOYD**, vice president and general manager; **ARMAND S. DEUTSCH**, chairman of the board and **NATHAN W. LEVIN**, secretary-treasurer. Mr. Deutsch is Story Production president and Mr. Levin is investment counselor of Rosenwald Family Assoc.

GUILBERT GIBBONS, Chicago radio actor and producer, has been appointed vice president in charge of radio production of the Joseph W. Hicks Organization, public relations counsel, Chicago. Mr. Gibbons has directed many such network shows originating in Chicago as "Right To Happiness," "Woman In White," "Guiding Light" and "Road of Life." He has been with NBC, CBS, Carl Wester & Co., and Lord & Thomas.

A. C. NIELSEN Co., New York, has added ABC as its third network client for Nielsen Radio Index Service. Other networks that have signed are CBS and NBC. Negotiations for the two-year contract on ABC were completed shortly after the expansion of the Radio Index to coast-to-coast coverage

PAUL ELLIOTT-SMITH and **DR. CORTEZ F. ENLOE Jr.**, after serving in the armed forces, have become partners in Murray Breese Assoc., New York. Mr. Elliott-Smith rejoins organization as vice president in charge of accounts and assistant general manager and Dr. Enloe becomes vice president and medical director.

RAYMOND V. ANDREWS, former commander in the Navy, has been appointed merchandising manager in the radio division of Sylvania Electric Products Corp. He will headquarter in Williamsport, Pa. Mr Andrews will specialize in the development and sale of special products to be marketed through radio parts distributors.

PRESS WIRELESS, New York, on March 21 to aid world-wide distribution of news of the United Nations Security Council meetings at Hunter College, New York, will have teleprinters, foreign broadcasting and radiophoto facilities at the Council's press headquarters, available to correspondents and broadcasting men throughout the sessions. Special lines linking the Council press room direct to Press Wireless headquarters in Times Square, will permit news stories and voice and radiophoto transmissions to be dispatched over all the company's international circuits at present rates.

JAMES L. FOUCH, president of Universal Microphone Co., Inglewood, Calif., is to attend and present an exhibit of new and old style microphones at the Radio Parts Show in Chicago on May 13.

LARRY BARNETT, vice president of Music Corp. of America and former West Coast director of MCA band operations, has been named coordinator of all orchestra and recording activities.

IRVING FEIN, Hollywood radio contact of Columbia Pictures Corp., is the father of a girl.

DAVE KAPP, vice president in charge of recording for Decca Records Inc., New York, is in Hollywood for two weeks to supervise making of new recordings and look over new West Coast pressing plant now in operation.

JACK RICHARDSON, production manager of Standard Radio, Hollywood, and Rose Marie Arrigo were married on March 2.

CHALLENGE TO YOUTH Inc., Los Angeles (religious), which sponsors weekly half-hour program of sacred music with five-minute commentary on KMPC Hollywood, is servicing 900 armed forces bases and ships with transcribed versions of that weekly series. Program also is released on AFN networks from Frankfurt, Germany, point of origination.

JACK ROURKE, formerly in charge of packaged radio shows for Don Lee Broadcasting System, has resigned to form his own organization under name of Jack Rourke Productions, with offices at 10431 Fairgrove Ave., Tujunga, Calif. Telephones are Hillside 0101 and Sunland 1377. Besides building programs for sponsor consideration as a specialized service, firm will also furnish spot announcements and radio scripts.

LES BARNARD, for three years publicity director of the WSM Nashville "Grand Ole Opry" program, has joined Russell Birdwell & Assoc., New York public relations firm, as account executive.

FREDERIC W. ZIV Co., Cincinnati, for transcribed "Sincerely Kenny Baker" series has secured following placements: WRVA WAPI WNEX WMLT KPRC KGW WDSU WLAP WTCN KVOL WHO. Majority are sponsored locally.

HARRY BORTNICK has been appointed general advertising and sales promotion manager for Raymond Rosen & Co., Philadelphia. Firm is RCA Victor distributor.

DICK MOONEY, account executive with Steve Hannigan Assoc., New York, has resigned because of illness and is recuperating at St. Francis Health Resort at Denville, N. J. **DON ALSH** is now handling publicity on the Coca Cola radio programs formerly handled by Mr. Mooney.

ANDRE BARUCH, announcer and producer, and **SYDNEY J. WAIN**, formerly with the public relations office of Benjamin Sonnenberg, New York, have formed a public relations firm to be known as Wain & Baruch Inc., New York, located at 37 W. 57th St. Phone is Plaza 8-0868. Mr. Baruch will continue his radio activities.

LEW HOWARD, general manager of Peerless Electrical Products Co., has been elected chairman of Los Angeles Council of West Coast Electronic Manufacturers Assn. **D. A. MARCUS**, general manager of Electronic Specialty Co., is vice chairman, with **JAMES L. FOUCH**, president of Universal Microphone Co. Inglewood, Calif., reelected treasurer. They automatically become members of the council executive committee. Others include **GEORGE L. CARRINGTON** (Altec-Lansing Corp.); **ROBERT NEWCOMB**, (Audio Products Co.); **L. B. BRITTAIN** (Brittain Sound Equipment Co.); and **HOWARD THOMAS Jr.** (Packard Bell Co), retiring chairman.

AFFILIATED COMMITTEE FOR TELEVISION, Hollywood video research service started approximately a year and a half ago under auspices of Hollywood Council of Guilds & Unions, has discontinued operations. Move was reportedly due to duplicating research and economic committees within supporting unions. ACT files have been turned over to HCGU with Sue Weldon, former ACT executive secretary, to continue those files on a voluntary basis.

T. R. MATHEWS, released from the Army, has been appointed a district merchandiser in the Middle West for Stromberg-Carlson Co.

R. F. GOMBER has been appointed eastern sales promotion manager of Westinghouse Electric Corp.

ALFRED F. HARRISON, for a year on special assignment in Washington as consultant to visiting broadcasters, has returned to his post as radio sales manager of United Press, New York.

BEILENSON & BERGER of Hollywood and Jaffe & Jaffe of New York, AFRA counsel on the West and East Coast respectively, have merged to form the new law firm of Beilenson, Jaffe, Jaffe & Berger, with offices in both cities. In addition to its work for AFRA, firm will serve as counsel for Screen Artists Guild as well as for individual artists.

M. L. HASELTINE, formerly a colonel in charge of radio and radar development for Air Technical Service Command, has returned to the Teleregister Corp., affiliate of Western Union Telegraph Co., New York, as vice president in charge of radio and electronics.

WRITERS RESEARCH, Hollywood service for writers and producers, has been started by **BIRDINA GRONE** and **GLADYS ROBINSON** at 7424 Sunset Blvd. Telephone is Hempstead 8422. Duo during war organized and operated similar AFRS research library service for writers and producers in service, supplying all types of material.

JOHN GUEDEL RADIO PRODUCTION, Hollywood, has moved to larger offices at 1680 N. Vine St. New telephone is Hempstead 5186.

BIBLETONE RECORDS, New York (religious music recordings), has organized a radio script servicing department to build scripts around recordings of hymns in complete packages of 15 and 30-minute shows.

JAMES PARKS, Chicago talent agent, has affiliated with James L. Saphier Agency, Beverly Hills, Calif., artist service, and will continue midwest office to service his own as well as Saphier's clients in that city. Mr. Parks is headquartered in Hollywood.

FRANK PARKER and **EARLE HOWARD**, recently out of the RCAF, have joined the Toronto program production firm of Dickson & Edington.

CBS PROGRAM series dramatizing biographies of historical U. S. figures begins March 23 (Sat. 6:15-6:45 p.m.) on network. Program will be titled "American Portrait."

WPDQ

5000 WATTS-JACKSONVILLE, FLORIDA

★ AMERICAN BROADCASTING COMPANY, INC. ★

MOVES TO 600 KILOCYCLES

It won't be long now—until WPDQ increases its coverage of the entire Jacksonville, Florida, market . . . More than THREE TIMES the present daytime coverage and a whale of increased sock at night. Here, certainly, is a station that will command unparalleled respect of advertisers wishing to do the heretofore "impossible" job of complete coverage in North Florida and South Georgia!

IT'S COMING SOON!

Then, more than ever before, Jacksonville's most powerful full time station!

WPDQ

5000 WATTS-JACKSONVILLE, FLORIDA

★ AMERICAN BROADCASTING COMPANY, INC. ★

GO AHEAD SIGNAL FOR IDAHO SALES

KSEI

POCATELLO · IDAHO

Time Buyers!

CALL ON "Spot" FOR A WISE MOVE

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

• "Spot" is a champ when it comes to knowing wise moves. And "Spot" has shown many an experienced time buyer how to jump right into America's most vital markets—11 great markets thoroughly covered by 11 great NBC stations. And when we say great stations we mean exactly that. For instance! 1. *They broadcast to 55% of the radio homes in the U. S.* 2. *They are located in areas where families have a buying power 34.2% higher than the country's average.*

So, call on "Spot" today for a wise move. Plan to use one, some, or every one of NBC's 11 great stations. Of course, NBC time is so consistently sought after by leading advertisers everywhere, "Spot" may not be able to provide the exact buy you've been eying. But you can count on "Spot" to make a winning move for you as he has for scores of time buyers whose clients are now enjoying increased product sales in these great American markets.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

The Voice of Baltimore

WCAO

★ WATTS 5000, 600 K.C. DAY AND NIGHT

★ COLUMBIA BASIC OUTLET

★ AMERICA'S 6th CITY

★ OLDEST STATION IN MARYLAND

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

TECHNICAL

ROBERT MONTGOMERY, after three years' service in the Army, has rejoined the control room staff of WBIG Greensboro, N. C.

JOHN BARTH returns to the engineering staff of KVOO Tulsa, Okla., following release from the Army as lieutenant. In service for more than three and a half years, he was with General Patton's Third Army as radio maintenance officer. After V-E Day he became technical officer for AFN.

Mr. Barth

GLENN R. THAYER, WOWO Fort Wayne, Ind., engineer, has been appointed technical supervisor in charge of transmitting equipment of WOWO and WOWO-FM.

CLAUDE B. GREEN, released from the Navy, has returned to WTAL Talahassee, Fla., as engineer.

DR. PAUL J. SELGIN, research engineer, Farnsworth Television & Radio Corp., is author of a book, "Electrical Transmission in Steady State," to be released by McGraw-Hill, New York.

MARTIN OEBECKE has switched from the engineering staff of WIP Philadelphia to that of WPEN Philadelphia.

LOUIS KAHN, assistant chief engineer of Aerovox Corp., New Bedford, Mass., has been elected to the board of directors of firm's Canadian affiliate in Hamilton, Ont., Aerovox Canada Ltd. Mr. Kahn has been with Aerovox since 1937, engaged in both original research and production engineering activities.

GEORGE SHANNON, released from AAF as a lieutenant, has returned to WWL New Orleans as control technician. While in service he was in charge of radio public relations, writing scripts, producing and announcing for Army shows on WMGA Moultrie and WALB Albany, Ga.

HYTRON RADIO AND ELECTRONICS Corp., Salem, Mass., has acquired all of the outstanding capital stock of Air King Products Co., Brooklyn. **J. P. LIEBERMAN,** president of Air King, will continue supervision of the newly acquired Hytron division.

EDWARD WEBSTER, recently released from active Coast Guard duty with rank of lieutenant and who last week joined Jansky & Bailey, Washington consulting radio engineering firm, on March 11 became the father of a 6 lb. 5 oz. girl She is first grandchild of **COMMODORE E. M. WEBSTER,** Coast Guard chief communications officer who is on leave from the FCC as assistant chief engineer.

DON BRIERNAN, out of the Navy, has joined WOLS Florence, S. C., as assistant chief engineer.

CHARLES CHRISMON has joined the engineering staff of WWDC Washington, D. S., switching from WBIG Greensboro, N. C. He recently was released from Navy, had been overseas four years.

LEO SIVIN, serving in the Army since March 1941, has returned to his former position as engineer for WHBF Rock Island, Ill.

CARL W. KIRWIN, released as a lieutenant commander in the Navy, has rejoined The Turner Co., manufacturer of electronic equipment, as comptroller. **WILLIAM A. BALDWIN,** comptroller in Mr. Kirwin's absence, has been named purchasing agent for the firm.

ATTENTION - to - business - keepers at CKNW New Westminster, B. C., Varga Girl pin-ups, remind control operators to "Smile as you speak . . . your listeners will like you" and to "Wipe each disc first . . . and stop frying eggs." Warren Johnstone observes the setup suggested by Bill Rea, station owner.

EARL LIESKY, released from AAF, has returned to KMPC Hollywood engineering staff.

CARLTON SCHWARZ, released from the Army as captain, has returned to KYA San Francisco technical staff.

NELSON P. CASE, since last November chief engineer of the receiver division of Hallicrafters Co., Chicago, has been promoted to chief engineer of the entire organization. Before joining Hallicrafters, Mr. Case for two years had been with Hamilton Radio Corp., New York, as director of engineering design and development. Previously for 13 years he had been with Hazeltine Electronics Corp.

Mr. Case

JOHN S. KEHRER has been appointed chief production engineer of The Turner Co., manufacturer of electronic equipment. Mr. Kehrer has been with Modern Steel Equipment Co., Illinois Tool Works and Herman Nelson Corp.

RAYTHEON MANUFACTURING Co. has announced a miniature weld power unit particularly applicable to the manufacture of small jewelry, electrical equipment, electro-chemical apparatus and radio parts, permitting welding to many products formerly restricted by the physical limitations of the medium, company states. First used on Raytheon's own production lines of radio and power tubes, equipment eliminates the human control factor and permits greater production with more uniform results by unskilled help.

★ HEART OF EASTERN NORTH CAROLINA BRIGHT LEAF TOBACCO BELT

this WASHINGTON ★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . This Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
PORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON NORTH CAROLINA
"HOME OF WRRF"

WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3
AFTERNOON	91.3
NIGHT	80.4

Here's Our Market
6 Thriving Cities and a Total Population of over a Million

JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

NEW power triode with NEW high efficiency, for NEW h-f transmitter circuits

Type GL-592
$15.50

GENERAL ELECTRIC introduces Type GL-592 as a triode which sets entirely new standards of efficiency for power tubes in the high-frequency class.

Operating at frequencies (for max ratings) up to 110 megacycles, a plate input of 600 watts with dissipation of 200 watts gives Type GL-592 preference for both transmitter and electronic heating applications. Here is an h-f tube that really conserves power, with maximum results in usable output!

Small, compact, with solidly mounted and braced filament, grid and plate, Type GL-592 is thoroughly modern in design. All leads are short, and two grid leads to separate side terminals further reduce lead inductance. Fernico metal-to-glass seals make possible (1) elimination of a base with its attendant dielectric losses, (2) the non-soldered plate terminal to withstand high temperatures successfully. All terminal contacts are silver-plated for greater efficiency.

Ask your nearest G-E office or distributor for further facts about this new, *modern* G-E h-f triode. Or communicate direct with *Electronics Department, General Electric Company, Schenectady 5, New York.*

General Electric tube engineers are at your service, to assist you with applications of h-f tubes to your new transmitter and industrial circuits.

CHARACTERISTICS

FILAMENT VOLTAGE	10 v
FILAMENT CURRENT	5 am
MAX. PLATE RATINGS, CLASS C TELEGRAPHY	
VOLTAGE	3,500 v
CURRENT	250 ma
INPUT	600 w
DISSIPATION	200 w
PLATE POWER OUTPUT, TYPICAL OPERATION	425 w
TYPE OF COOLING	FORCED-AIR

GENERAL ELECTRIC

161-ES-8850

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES • VACUUM SWITCHES AND CAPACITORS

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

PROGRAMS

SAID to be a precedent, Carr & Stark, New York radio and television production firm, last week bought a half-hour period on WABC New York to audition a new package show, "Youthville, U. S. A." Program will be aired March 21 11:30 p.m. to midnight. Signing contract for audition posed a problem for AFRA which called a special meeting to determine classification of program so wage scales could be arranged. It was finally classified as "commercial audition" with scales above sustaining and below commercial. Show dramatizes case histories of juvenile programs.

YMCA Program Series

THE NATIONAL Council of YMCA has announced a series of 13 transcriptions for use by 350 local YMCA's throughout the country. Series comprises three 15-minute transcriptions, including one for Easter, "G. I. Joe International," which won a special award in the WMCA New York script contest on world brotherhood; "The Man on the Geneva Express," geared to V-E Day and making a plea for no more wars; "The Adventures of Archie Andrews," release date for which has not been announced. In addition to the 15-minute transcriptions, twelve five-minute spot dramatizations have been released under title "At the Sign of the Red Triangle" with Lieut. Commdr. Nelson Case as narrator. Recordings were made by NBC Radio Recording Division, New York.

Baseball Series

A LIGHT comedy series titled "Lefty," concerning the life of a fictitious baseball player and featuring prominent sports figures as guest stars, begins March 11 over CBS Mon. 10:30-11 p.m.

Mental Health

MENTAL HEALTH and human relations are featured in a new CBC Trans-Canada network series "What's On Your Mind?" Program dramatizes typical mental problems based on actual case histories of shy children, juvenile delinquents, adults who think they are physically ill when their real trouble is mental. Programs show how some of the problems were solved by the psychiatrist, family doctor and personnel counsellor when scientific knowledge of mental hygiene was applied.

B-17 Gift

WHAT could be handier around a honeymoon household than a 200,000-pound, four-engined flying fortress? This week a Hollywood newlywed couple will find out. Producers of ABC's "Bride and Groom" (Mon.-Fri. 2:30-3 p.m. for several Sterling Drug Co. products) will present Miss Forrest Dickson, 24, and Irving Moore, 26, who will be married on March 20 show, with a B-17 as a wedding gift. Mr. Moore flew a B-17 through seven campaigns in the European theatre.

Video Film Praised

AN ACTUAL fire-fighting film shown on WCBW New York, CBS television station, was commended by Edward G. Conway, chief of New York City's Fire Department Training College, who called it "the best film of fire-fighting technique ever made." Film, showing a $100,000 two-alarm fire at 678 Broadway, New York, on Feb. 22 and telecast the same day, was made by CBS tele-photographers Alan Kleban and Dennis McBride, both ex-GIs and pioneers in filming local news events for CBS tele-news programs.

Script in 'Record'

SCRIPT of special events broadcast aired for eighth consecutive year by WPRO Providence at annual Rhode Island Agricultural Conference and Farm Show has been inserted into the Congressional Record by Rep. Aime J. Forand. Gov. John O. Pastore and other state officials participated.

Princeton Discs Available

WPAT Paterson, N. J., has offered six of its series of 13 programs originating from Princeton U. and titled "The Princeton University Preceptorial of the Air" to other stations wishing to use them. Sidney J. Flamm, executive director of WPAT, said that with the cooperation of university officials the station would provide free transcriptions of the programs upon request. Series features eminent educators at Princeton in forums on current problems.

Diplomatic Affairs

SERGEI FLIEGERS, diplomatic correspondent and columnist, has started new Sunday program, "Fliegers' Private Line to Washington," on WWDC Washington, D. C., featuring news, predictions, human interest stories and news dramatizations.

Gospel Program

JACK WYRTZEN, director of "Word of Life," weekly gospel program for youth heard over WHN New York Saturday 8-8:30 p.m. will broadcast show from England via BBC which will short wave it to WHN, during June. Mr. Wyrtzen, founder of Youth for Christ movement, will conduct gospel rallies throughout British Isles.

Yankee Exclusive

ON THE AIR for reported first time since appointment as commander of all U. S. Army Air Forces, Gen. George Kenny was interviewed March 11 on Yankee Network by Lester Smith at WNAC Boston. General Kenny stated his favor of unification of all armed forces.

Teen-Age Show

NEW half-hour weekly youth program, "Teen-Age Time," has started on WFIL Philadelphia sponsored by Abbott's Dairies. Problems of juvenile delinquency and parent-youth relationships are discussed by both teen-age participants and parents.

Family Relations

REV. DR. RALPH EMERSON DAVIS, pastor of St. Mark's Methodist Church, Brooklyn, and authority on family and marriage relations, will be heard on Mutual beginning April 3 for nine weeks in a series of quarter-hour weekly talks on "Faith In Our Time," Wed. 10:15-10:30 a.m.

Outdoor Sports

QUARTER-HOUR weekly outdoor sports program now broadcast weekly by WMAL Washington is "The Capital Sportsmen's Show." Conducted by Tom Dolan, series features interviews with sportsmen of District of Columbia, Virginia and Maryland.

Fashion Problems

EIGHT outstanding girls from high schools in the Norfolk, Va., vicinity, comprise a "Teen-Age Board," now heard Saturday mornings over WTAR Norfolk under sponsorship of Rice's Fashion Center. Board discusses problems pertaining to young girls' clothes and manners and each week is host to a boy guest.

New NBC Cooperative

NBC April 1 will begin a new cooperative series featuring Robert St. John, commentator. To be called "Facts and Faces," series will be broadcast Monday through Friday 9:45-10 a.m. and will offer human interest stories. It is ninth cooperative carried by NBC.

this is WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

•

CBS

•

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

5,000 WATTS DAY AND NIGHT

WHAT A DIFFERENCE!

Some radio stations do an ordinary job of selling. Others stand out as volume producers. WAIR is known far and wide for its ability to influence a maximum audience.

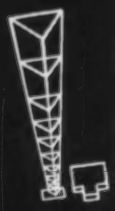
WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

EACH Saturday evening the "Chicago Theatre of the Air," a WGN origination, is presented to the nation coast to coast via the Mutual network. Fine music, outstanding talent and competent direction are combined to make this weekly operetta a radio highlight throughout the country.

The "Chicago Theatre of the Air" is a typical example of the excellent radio entertainment WGN produces in the public interest. Its popularity goes far in explaining WGN's leadership in locally-produced shows. To an advertiser it all adds up to this . . . for best results in Chicago radio the answer is WGN . . . consistently the leader in local and national spot business.

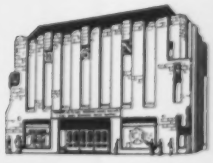


CHICAGO THEATRE OF THE AIR

A Clear Channel Station . . . . . Serving the Middle West

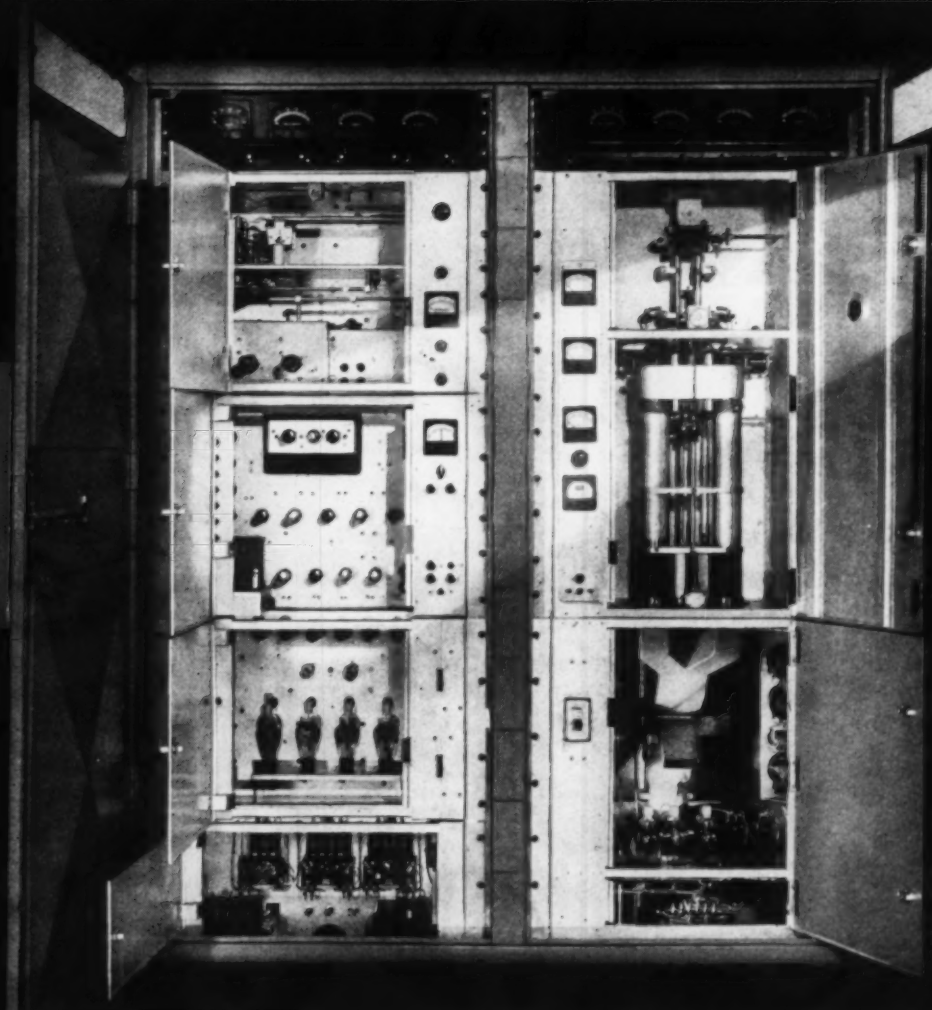
WGN

CHICAGO 11 ILLINOIS
50,000 Watts
72 On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.



6 DESIGN FEATURES THAT MEAN BIG NEWS IN FM

1. The circuits that stabilize modulation are completely isolated from the direct carrier path, allowing no variation in the quality of program transmission.

2. Improved method of direct frequency modulation and stability of the mean carrier frequency is accomplished by an all electronic system. No mechanical regulators to wear out of adjustment.

3. Mean carrier frequency is maintained within close limits of assigned channel, with an immediate and *automatic* control circuit employing a crystal oscillator.

4. Federal's "FREQUEMATIC" Modulator circuit has a greater dynamic range of modulation. No distortion over the entire range of modulation.

5. Utilizing a discriminator circuit, frequency of the master oscillator is stabilized to exactly that of a standard crystal through a method of frequency division. The unit has a spare crystal readily accessible for instant use.

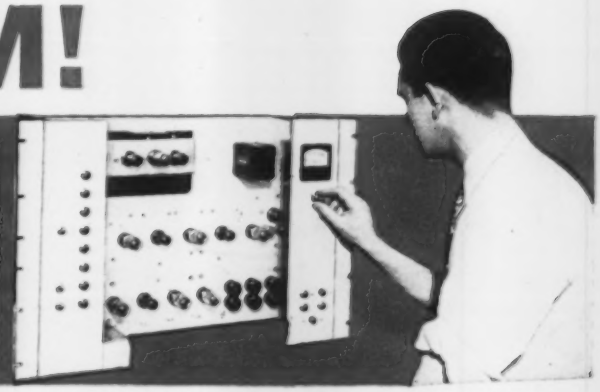
6. Frequency division is accomplished through multi-vibrator circuits with stable and rugged mechanical as well as electrical characteristics.

FEDERAL TELEPHONE & RADIO — FTR

Federal

HERE'S THE BIG NEWS IN FM!

...it's FEDERAL's new "FREQUEMATIC"* MODULATOR



1—3—10 and 50 KILOWATT FM RADIO EQUIPMENT

The "FREQUEMATIC" Modulator takes its place as part of the complete "package" of FM broadcasting equipment offered by Federal. From one source, you get every piece of broadcasting gear to set up operation *now* ... from studio equipment to transmitting tower ... all precision-engineered, all matched, all of highest quality. No more piecemeal assembly of components, and uncertainties of divided responsibility. Federal assumes full responsibility for delivery and *installation* of a complete FM Broadcasting System. For complete details, write: Federal Telephone and Radio Corporation, Newark 1, New Jersey.

*Trade Mark

Telephone and Radio Corporation

Newark 1, New Jersey

Export Distributor:
International Standard Electric Corporation

AN IT&T ASSOCIATE

KSTP

TWIN CITIES

Participating

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Hooper

(*Continued from page 20*)

realized. This laboratory consists of 32 cities with local four-network services. In these cities, the influence of ability-to-hear network programs is reduced to a minimum. Differences in network Hooperatings between network programs are thus an index to relative talent appeal.

One of the important elements in the price paid to radio talent is its audience appeal. Network Hooperatings provide an accurate measure of this appeal and so can be, have been and are being used in contractual negotiations with talent.

"Second runs" are so rare in radio that for all practical purposes every individual broadcast may be considered a new "talent package"—with new plots, new jokes, new writing, new guests, etc. There is, therefore, a great need for high frequency of talent measurements. We meet that need by issuing network Hooperatings twice a month on all programs except those broadcast on Saturday before 6 p.m.

Talent does not perform in a vacuum. The influence of the program preceding, following and competing greatly effects audience size. Consequently, it is essential that these factors, too, be measured under the same, comparable conditions. They are measured that way in our operations. And that's an exclusive feature of network Hooperatings.

Because they provide comparability, network Hooperatings permit sound appraisals of any program, at any time of broadcast between networks. (That's an exclusive, too). And the corollary to this fact is that they make possible accurate decisions on the merits of the time-period in which the program is scheduled.

Network Hooperatings have been furnished the industry since 1934. They are still produced under the same set of continuing definitions . . . in the same way . . . and they still have the same meaning. Advertisers who have been on the air for years find in these reports the only audience measurements which are continuously comparable with those of the past.

City Ratings

City Hooperatings—This service is designed for use in the buying and selling of radio facilities. The buyer wants to know (and the seller wants to be able to tell him) how many listen to what, where. The most resultful way to study radio facilities is to examine them piece by piece. That's exactly what we do. We check facilities city by city and publish the findings in our City Hooperating reports.

City Hooperatings are reported for approximately 70 major markets which control the sales destiny of any national advertiser other than the manufacturer of strictly farm merchandise. They measure listening in the city proper and (in some cases) indicated suburbs. To the network and advertiser, these reports point up the differences in the level of listening to specific programs in different cities. To the "spot" advertiser, they furnish the only available information he can use as a guide to the best selection of stations and time-periods.

For these reports are not merely "station indexes" which show the distribution of the listening audience during broad segments of the broadcasting day. They show actual listening, program by program, for every station mentioned by the respondents.

Because the information is basically pertinent to facilities, and because facilities are not subject to the same adjustments which can be applied to program content from broadcast to broadcast, and because the transmission characteristics of stations are changed infrequently—the publication of City Reports is periodic rather than frequent. For the typical city we serve, we issue three reports per year.

The research technique used in compiling these city Hooperatings is identical with that which produces the network Hooperatings reports. Yet, because each service performs a different function, stemming from a different need, we have avoided any thought of combining them to produce a meaningless larger sample. The appreciation by the industry of the separate functions performed by "network Hooperatings" compared with "city Hooperatings" strengthens our determination not to mix "apples" and "oranges."

Area Ratings

Area Hooperatings—The inherent limitation of the city reports lies, as mentioned above, in the fact that they measure mainly listening in the city proper. Station signals go beyond city limits. Area Hooperatings have, therefore, been developed to determine program audiences in the total area served by the station—this area being defined by the station.

The telephone coincidental which provides the swiftest and most economical audience measurements in the big cities has, of necessity, been supplanted in the area Hooperatings by a different method. After exhaustive research we have chosen the "diary" or family listening record. (The use of this technique, for this specific purpose, was suggested by us as far back as 1943 in Chapter IX of a book, Radio Audience Measurement, which every station manager has on his desk.)

The audience measurements provided by the diary correlate very closely but at a higher level with the findings of the telephone coincidental method. A major reason for the higher level results from part-program listeners in any

(*Continued on page 78*)

Hold-Up

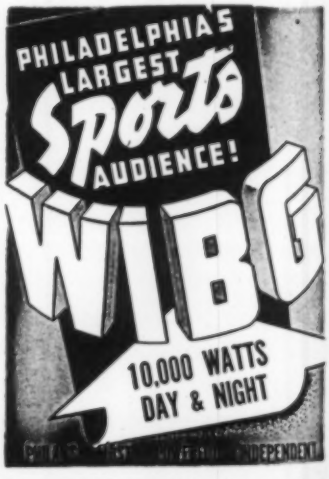
A NEW impediment to distribution of new radio receivers has been reported by Zenith Radio Corp. The hold-up: Thieves, who have been stealing sets from loading and receiving platforms, railroad cars and trucks, and selling them at fancy prices. Sacrificing pride for safety, Zenith is making shipments in unmarked cases.

$.00106

That's what it costs to reach a home in the vital Detroit market... over

WJBK

JAMES F. HOPKINS, INC.
CURTIS BLDG., DETROIT 2, MICH.
1490 KC - - - 250 WATTS



RADIO'S OLDEST QUIZ SHOW

continues to roll along on ➡ **WTIC**

50,000 WATTS

EIGHTEEN years ago Jack The Tire Expert, one of Southern New England's leading tire dealers, began the sponsorship of a question and answer program on WTIC. Still going strong, Jack's program, "Jack Says—Ask Me Another," is reputed to be the oldest radio quiz show in existence.

When restrictions were imposed on the manufacture of auto tires, Jack and his advertising agency—Baker, Cameron, Soby and Penfield, Inc.—switched the theme of their commercials to Jack's ability at tire recapping. The results, as always, were most gratifying. So, while the cars continue to roll into Jack's at a very profitable pace, Jack's program continues to roll along on WTIC.

All of which proves that whether it be tires or chocolate bars, grocery products or clothing, WTIC offers the best way to sell your product to the wealthy Southern New England Market.

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Hooper

(*Continued from page 76*)

quarter-hour periods being equally weighted with listeners during the entire quarter-hour. On the other hand, the diary technique develops some interesting by-products of its own. These include "flow of audience" ("from where" and "to where"), "duplication" of listeners of different programs and "frequency" of listening to individual programs. Most of the inflation present in diary records as a result of "tuning" unaccompanied by "listening" has been wrung out as a result of perfections we have introduced into the technique.

In area Hooperatings provided for stations located in cities which we service with city reports, the diary results of the area survey are converted to the coincidental base. This permits direct comparison between city and total area audiences. In other communities where the station city-size is inadequate to support city Hooperatings, only the diary results are published. These reports warn against the misinterpretation of diary findings as audience measurements comparable with coincidental measurements.

National Hooperatings — This service is designed to give advertisers a measure of the truly national audience to specific network programs. It is the final, long step in radio audience measurement, and it is our expectation that this service can be put into operation during 1946 on a practical, economical basis.

National Hooperatings would be based on "diaries" in 7,500 or more radio homes, carefully selected to represent, in proper balance, network service, population distribution, etc. It is essentially an extension of the technique already thoroughly established in connection with area Hooperatings. Diaries would be installed for a one-week period for each report, of which there would be two, or at most three, per year. Interim national audience estimates could be provided through correlation with "network Hooperatings" in 32 cities, a service which would, of course, be continued.

Discussed With Networks

This plan for a national Hooperating service, immediately recognized as a new measurement of actual program listening on a truly national basis, has already been discussed with the research directors of the four networks.

* * *

From ratings of program popularity . . . to city reports on facilities . . . to area audience studies for stations . . . to nationwide program and network audience measurements—such has been the steady expansion of our service. No service supplants another; each supplements the others. They have been developed to meet the increasingly greater demands for more radio audience measurements by the industry. At every stage of these demands, the industry has found us ready to provide the service, with great speed and high economy.

It would be naive to pretend that this has been purely accidental. It rests on an original fundamental appreciation that radio does not and cannot exist in economic terms except as it is related through measurement to the behavior of people.

Each measurement has, therefore, been conceived to provide a comparative appraisal of values as aids to buyer and seller in achieving an equitable meeting of minds in a specific contractual relationship.

His Choice? Guess

HOW SHOULD a radio station official fill out a Broadcast Measurement Bureau research blank? That was the quandary facing James R. Curtis, president of KFRO Longview, Tex., when he found a listener survey questionnaire in his mail.

WELFARE AGENCIES TO STUDY RADIO USE

TEN study conferences on educational and social service radio will feature the second "Listening Post," conducted by the Federation of Protestant Welfare Agencies, to begin today (March 18) in New York.

The courses will provide social agency representatives with an opportunity to observe the use of radio as a medium of social service. They will feature executives of networks and New York stations speaking on such subjects as programs dealing with the family, children, educational and public affairs, health and welfare.

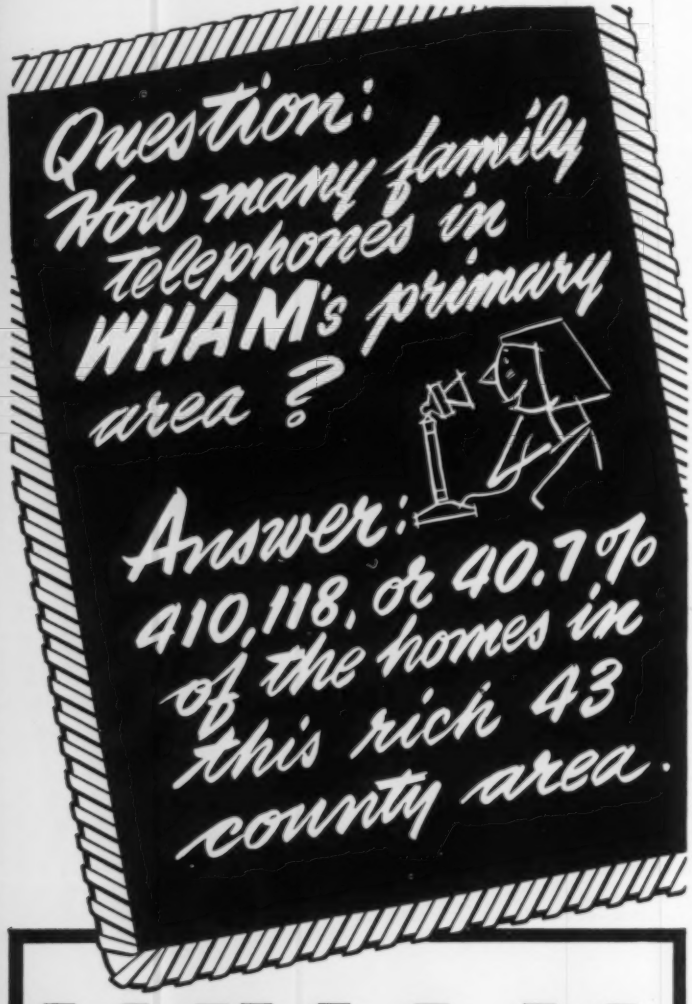
Members of the Federation's committee on radio are Gloria Chandler, radio consultant, Assn. of Junior Leagues of America; Margaret Cuthbert, director of programs for women and children, NBC; Elsie Dick, director of women's activities, MBS; Robert B. Hudson, associate director of education, CBS; Grace Johnson, director of women's activities, ABC; Eleanor N. Sanger, program director, WQXR New York; and Mrs. Nathan Straus, director of education programs, WMCA New York.

The study conferences will be held every Monday March 18 through April 15 at Finch College, New York; April 22 at a place to be announced later; April 29 at Spence School; May 13 at WMCA studios; May 20 at Spence School, and May 27 at New York University.

Canadian Inaugurals

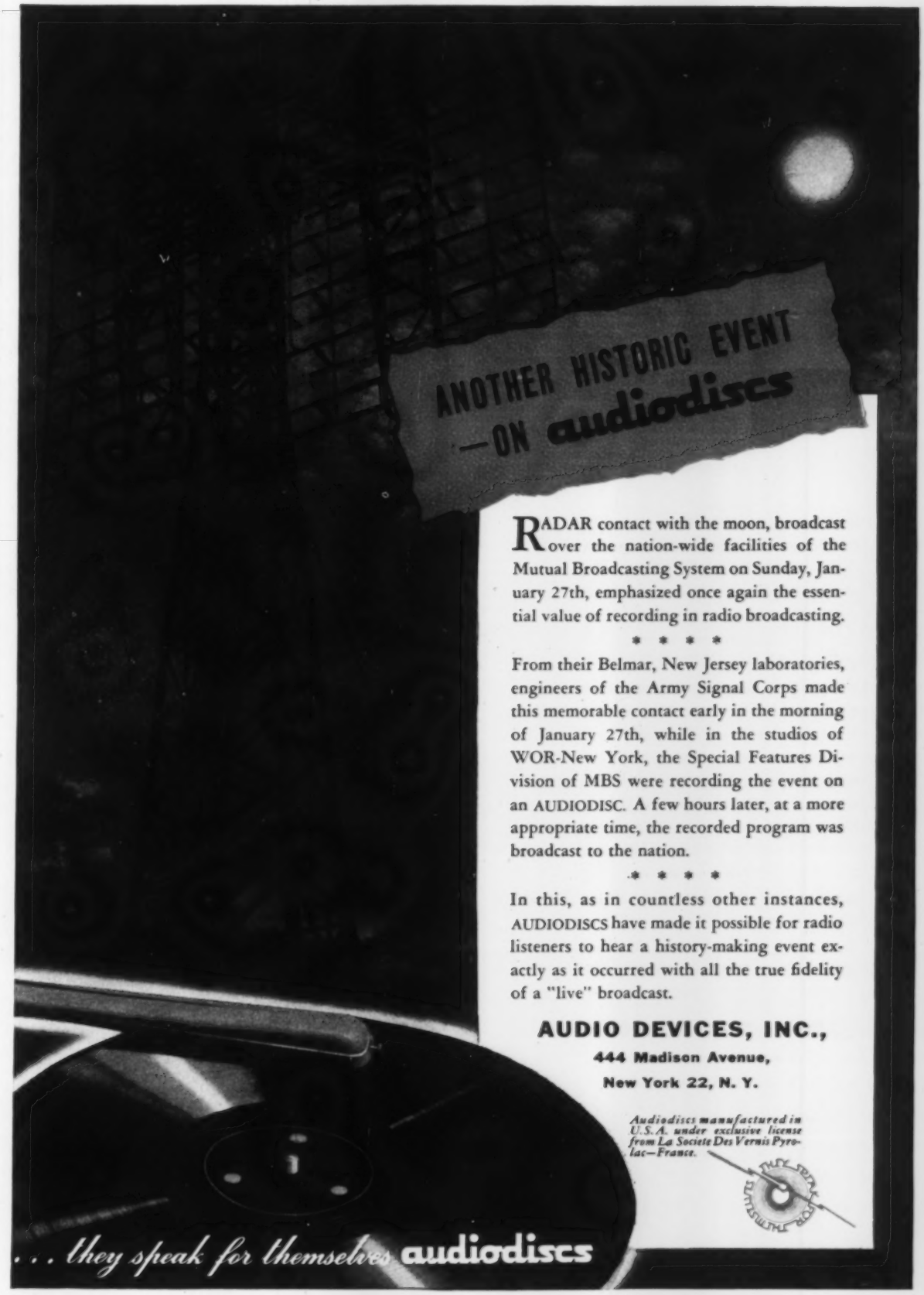
CHEF Granby, Que., new 250 w station on 1450 kc, is understood to have begun operations on March 4. Another new Canadian standard outlet, CJAV Port Alberni, B. C., 250 w on 1240 kc, is to open officially on April 2.

NEW feature of NBC Saturday morning "Teentimers Club," in addition to name bands, is a talk on tolerance by a representative of government, education, sports, theatre, movies or radio. Series is sponsored by Teentimers Inc., New York, maker of clothes and cosmetics for teen age girls.



WHAM
ROCHESTER, N. Y.
Your Western New York Salesman
50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC
National Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

SELL THE BOOMING HARD COAL REGION
WAZL
HAZELTON
PENNSYLVANIA
NBC • Mutual



RADAR contact with the moon, broadcast over the nation-wide facilities of the Mutual Broadcasting System on Sunday, January 27th, emphasized once again the essential value of recording in radio broadcasting.

* * * *

From their Belmar, New Jersey laboratories, engineers of the Army Signal Corps made this memorable contact early in the morning of January 27th, while in the studios of WOR-New York, the Special Features Division of MBS were recording the event on an AUDIODISC. A few hours later, at a more appropriate time, the recorded program was broadcast to the nation.

* * * *

In this, as in countless other instances, AUDIODISCS have made it possible for radio listeners to hear a history-making event exactly as it occurred with all the true fidelity of a "live" broadcast.

AUDIO DEVICES, INC.,

444 Madison Avenue,

New York 22, N. Y.

Audiodiscs manufactured in U.S.A. under exclusive license from La Societe Des Vernis Pyrolac—France.

. . . they speak for themselves **audiodiscs**

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND
THE GATEWAY OF THE SOUTH HAS 6 TRUNK LINE RAILROAD SYSTEMS AND 27 MOTOR FREIGHT LINES

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

News

LAWSON McCALL, released from Navy as combat correspondent, has been appointed night news editor of KEX Portland, Ore. He had been KEX-KGW newscaster before the war. In service he was on light cruiser U. S. S. St. Louis in South Pacific.

GENE TAYLOR, former chief announcer at WLAW Lawrence, Mass., has been appointed news editor of WHIT New Bern, N. C. He also will serve as WHIT sports editor.

JACK DUNN, news editor, and HOWARD NELSON of WDAY Fargo, N. D., have returned from shakedown cruise aboard new light cruiser U. S. S. Fargo in Caribbean area. Mr. Nelson prepared transcribed interviews, Mr. Dunn wired stories to WDAY for daily newscasts.

MARGO ATWOOD, news writer of ABC San Francisco, has been transferred to network's New York staff. Switch was incorrectly reported in March 4 issue.

BILL STERN, NBC director of sports, has written a collection of sports stories and anecdotes, "My Favorite Sports Stories," (McDavis Features, New York, $1), published last week.

ALDEN FOX, newscaster of WIS Columbia, S. C., has taken over station sportscast duties with resignation of GENE HINRICHS.

JACK CRAWFORD, formerly of KQW San Francisco and prior to that with AAF, has joined KROW Oakland, Calif., as newscaster and special events announcer.

LARRY SMITH, NBC Hollywood news commentator, will be principal speaker at Helena, Mont., Army Day celebration on April 6.

HALSEY HALL, sportscaster of WCCO Minneapolis, is at Bay St. Louis, Miss., to cover spring training of Minneapolis Millers baseball club. He will be with team for five weeks.

DISTINGUISHED visitor at Vatican papal consistory, James A. Farley looks over shoulder of Thomas B. Morgan, WOV New York commentator who covered historic ceremonies, as he reads script on broadcast from Vatican City studio to New York.

MARK AUSTAD, WWDC Washington commentator, is the father of a girl.

AUDREY DILLNAN, a member of the United Press radio bureau in Columbus, Ohio, has joined the news staff of WWDC Washington as reporter.

RALPH M. BARKER, weather forecaster of WCOP Boston, is father of a girl.

HENRY GUERRA, discharged from the Army after three years' service, has rejoined the WOAI San Antonio, Tex., newsroom staff.

CHARLES SCHAFHAUSER is new addition to the news staff of WPEN Philadelphia. He was formerly news scriptwriter for the Philadelphia Evening Bulletin.

HOLD MY HAND
Is Only Instruction Left Out By WFBM Artist

WFBM Indianapolis isn't accusing anyone of being a prima donna. However, they do cite the instance of the local pianist, engaged for a semi-monthly appearance under sponsorship of a local department store. This master of the keys did issue the following regulations as a prelude to his appearance:

(1) Move piano so that pianist's back is to control room;

(2) Take off Novachord attachment;

(3) Wash piano keys;

(4) Place microphone in center of floor, out of sight of artist;

(5) Subdue lights to allow only enough illumination for commentator to read notes;

(6) No one was to speak to pianist until after the broadcast.

Station officials reported that a gust of wind sweeping the city the same afternoon was Steinway turning over in his grave.

FM Licenses in Canada To Go to AM Operators

FIRST LICENSES for low-powered FM transmitters are expected to be issued in Canada within the next few weeks, according to a statement made by CBC Chairman Dave Dunton that the CBC will make recommendations regarding the granting of licenses for low-power FM stations to private AM station licensees. CBC holds in principle that at present AM station operators obtaining an FM license should broadcast the same programs over the two transmitters.

Currently there are only four FM stations in Canada, two 250 w transmitters operated by CBC experimentally in Montreal and Toronto, and experimental transmitters of CFRB Toronto and CFCF Montreal. There are no FM receivers on the market in Canada and no announcement has been made as to what channels Canada will use or how call letters are to be assigned.

Cooke Is to Represent Iowa Tall Corn Network

IOWA TALL CORN Network, comprising eight stations, has appointed Donald Cooke Inc., newly organized firm, as national representative for the network and for the individual member stations. William G. Rambeau Co., Chicago, former network representative, will continue to represent the stations until March 27.

Mr. Cooke, who has opened offices in New York and Chicago, will headquarter in New York. He was formerly with the Rambeau Co. Frederic Apt, salesman for Forjoe & Co., New York, and ex-timebuyer of Compton Advertising, New York, has joined the Cooke New York office as account executive. Don T. Harding, commercial manager of WHOT South Bend and former salesman of WLW Cincinnati, heads the Chicago office.

KASS COUNTY BOYS, western musical trio featured on WFAA Dallas, Tex., have been signed to seven year film contract with Republic Pictures Inc.

24 YEARS OF SERVICE

21 Years of FARM FORUMS
Serving the Interest of Agriculture in the Great Northeast . . .

. . . Encouraging and aiding the farmers of eastern and central New York and western New England who till 20,881,000 acres of prosperous farm land—one of the richest farm markets in the United States. WGY—50,000 watts—NBC—24 years of service Schenectady, N. Y.

Represented Nationally by NBC Spot Sales

50,000 WATTS WGY SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-278

Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest. They are getting results — and How!
Joe

CBS KROD
600 KC
EL PASO, TEXAS

That's Kansas City!

— Served by FOUR air lines;* headquarters for trans-world Transcontinental & Western Air, Inc.

— Site of THREE major, municipally owned airports.

— Handling last year 49,760 air express shipments; serving 465,778 air passengers; dispatching 2,544,552 pounds air mail.

— Now port of entry, through TWA, to 16 foreign countries.

* Continental ● Braniff ● Mid-Continent ● TWA

TWA "Constellation," holder of new coast-to-coast air line record of 7 hours and 27 minutes, at Kansas City Municipal Air Terminal, only 5 minutes from downtown.

Radio-Responsive TO WDAF

The Kansas City Star Station

610 Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area — and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

NOW

for the first time

BIG NAMES KNOWN PERSONALITIES

STARTIME

Personalities from the news in absorbing 15-minute dramatizations — stars of Hollywood and Broadway, fascinating big names from the fields of art and literature . . . *with the exclusive, new "CUE-in"* technique* that localizes the show.

SPORTS STAR SPECIAL

Colorful, all-time stars of the sports world in all-star dramatizations. Another 15-minute program that is localized and personalized through the new, program technique — "Cue-In"*.

WHAT IS *CUE-IN?

Stars Shine Brighter than Candles . . . On Main Street

It is obvious that stars, big names, shine brighter, attract the listener quicker, than the candle-like glow of the best unknown talent. But "star" programs—big name, big-time productions—have been almost non-existent, for local station broadcast . . . and certainly beyond the price-range of most spot program buyers.

That is, UNTIL NOW . . .

TODAY, after four years of experimental production, Press Association makes its first contribution of regular transcribed programming with four all-star, big personality shows . . . and wraps up the biggest show package in the industry with the new, tested, program technique—"CUE-IN."

ON LOCALIZED PROGRAMS for *LOCAL STATION BROADCAST*

the greatest show package of transcribed programs ever offered radio

IS READY!

UTILIZING THE *EXCLUSIVE*, NEW CUE-IN* TECHNIQUE

patent pending

SPECIAL ASSIGNMENT

Exciting, gripping dramatizations, presented by Oliver Gramling, editor, author and authority on news. A big-time 15-minute program series based on the unusual and startling stories of the nation's outstanding reporters.

THE CLIFF EDWARDS SHOW

A three-way audience-builder—the incomparable singing of the *new* Cliff Edwards, "The Man of Many Voices" . . . captivating new arrangements . . . and sensational renditions by a swingtime instrumental quartet in an extensive new library, *complete with program continuity.*

"CUE-IN" is the open-end transcription grown up . . . big enough to solve the oldest and toughest problem of advertiser and station operator alike — *localizing and personalizing a transcribed "name" show on the individual station.*

STARTIME and SPORTS STAR SPECIAL are "Cue-In" shows. Through utilizing this exclusive new technique, the *local* personality becomes an integral part of every program. Every program is brought home to the listener by a familiar *local* voice who handles the transcribed introduction and interview of the star, both at the opening and close of each program.

It's simple . . . It's effective . . . It's sales productive.

The "Cue-In" programs and the other big-name shows are exclusive to one station in any market.

If you haven't already heard these top productions, obtain complete information TODAY.

Write Wire or Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

50 ROCKEFELLER PLAZA — NEW YORK 20, N. Y. — PHONE Circle 7-7363

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal"

ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

PROMOTION

FRANK COFFIN, chief announcer at KGW Portland, Ore., has been appointed director of public relations. **ROBERT TOMLINSON**, in Navy for four years and released as lieutenant commander, succeeds Mr. Coffin as chief announcer. He had been with KGW for 12 years before Navy duty.

JOSEPH E. DOOLEY, former United Press reporter and news editor of WCAU Philadelphia, is now press editor of WFIL Philadelphia.

DOUGLAS BILLMEYER, continuity department member of KEX Portland, Ore., since May 1945, has been appointed station sales promotion manager. He formerly had been news editor at KMO Tacoma and KFPY Spokane, Wash.

WILLIAM V. SHAFTNER, has joined KGO San Francisco as assistant in sales promotion to **ROBERT F. LAWS**, promotion and publicity manager. He previously had been secretary-manager of the Greenville (Ohio) Chamber of Commerce and with the FBI. He was account executive at Gerth-Pacific Adv., San Francisco, prior to joining KGO.

ROBERT CUSHING, released from armed service, has joined NBC Hollywood press department replacing **RAY SCHULTZ**, resigned.

VICTOR ROWLAND, released from AAF, and formerly merchandising and promotion manager of KVOE Santa Ana, Calif., has joined publicity staff of Don Lee Broadcasting System, Hollywood.

JEROME SILL, with the ABC business development department, New York, has written a book titled "The Radio Station—Its Management—Its Functions—Its Future," with a forword by Robert J. Landry, supervisor and director of program writing at CBS. Book is published by George W. Stewart.

ROBERT J. MEYER, formerly an officer in the Navy, has rejoined the promotion department of WISN Milwaukee.

NANCY HOLMES, director of education and public relations for CBS Western Division, addressed two parent-teacher groups in mid-March on "Radio and Your Children."

Wins Bakery Award

KOL Seattle, Wash., has received the Outstanding Program Promotion Award for 1945 for the Langendorf United Bakeries "Red Ryder" show. Outside promotion stimulating interest for the show and sponsor included a large window display in the Northern Life Tower Bldg., KOL Flash Sheets to all local merchants, ads in Seattle and community newspapers and a concentrated plan of program promotion spots on the air. KOL will receive an engraved trophy.

Pair by NBC

PAIR of folders issued by NBC promote network's Spot Sales Division and Saturday morning period. Titled "Success Is the Square of 11," first piece suggests advertisers use NBC's 11 key stations to multiply customers. Done in bright yellow with humorous pictures, second folder, "Oh, what a beautiful morning," relates advantages of Saturday morning advertising on network. Case history of events on two programs is cited as examples of pulling power.

CBS Idea Folder

TO FACILITATE flow of radio program ideas among CBS western affiliates, looseleaf binder containing highlights of local shows which have proved effective is currently being distributed. Supplied on request of Edwin W. Buckalew, CBS Western Division field manager of station relations, material in addition to program statistics includes indication as to whether a transcription of show is available for member stations.

KRNT Speakers Busy

SPEAKER'S BUREAU has evolved at KRNT Des Moines as staff members accept increased personal appearance calls. George Cremeens, who spoke to more than 45,000 Iowa school children following his 1945 broadcast from the site of the New Mexico atom bomb test, made three lectures March 11 before radio students of Drake U. on the mechanics of special events coverage. Stanley Dixon, KRNT newsman, is averaging three lectures weekly. Other staff members who are regular public speakers include Betty Wells, book reviewer and station's director of women's affairs; Newscasters Glen Law and Russ Van Dyke; Entertainer Gene Emerald, and Wynn Hubler Speece, homemaking authority.

Woody's Apples

TO STIMULATE calls from radio directors who weren't calling him, Woody Parker (Forman Ozzie of CBS "A Women's Life") mailed to each director a card which stated "Would it help if I brought you an apple" and then a week later followed up card by personal delivery of apples to agencies, networks and private offices.

Alden Blue Book

ALDEN PRODUCTS Co., Brockton, Mass., has issued a brochure entitled "Alden's Blue-Book" which indexes and explains the radio equipment manufactured by the company. Book is divided into sections on tube sockets and caps, plugs and connectors, test equipment, specialties and wire and cabling while one section alone is devoted to facsimile.

WINS Letter

INFORMAL letter relating experiences of George S. Carlesco, director of continuity of WINS New York, in beginning Thursday evening "Achievement Theatre of the Air" program, conducted by high school students, has been mailed by WINS to radio editors.

Newspaper Introduction

VETERANS returned to the staff of KTYW Yakima, Wash., were introduced to area listeners via promotional advertising in local morning and evening papers. Photo of each veteran in uniform accompanied biographical brief.

Market Folder

MEMO on latest market and coverage data folder prepared by WTAG Worcester, Mass., states "Even elephants forget! So here are some file facts to help you remember how to control the Central New England market."

CMQ Network Folder

FOLDER titled "8.06 = 1 . . .!" has been distributed by CMQ Network of Cuba as promotion piece. Figure 8.06 represents first place (1) rating made by network in survey of Advertiser's Association of Cuba. Other various awards won by CMQ Network and its personalities also are cited.

Raytheon Reprints

RAYTHEON MANUFACTURING Co. has issued a 40-page booklet of reprints of publicity on Raytheon products and activities.

CKNX Chessboard

CKNX Wingham, Ont., is using a miniature chessboard complete with chessmen trimmed with station's call letters, in a promotion piece being sent to advertisers and agencies. Light squares on chessboard contain data on CKNX service and programs. Slogan is "using CKNX is your best move."

Essay Contest

ESSAY contest on "My Aviation Hero" for elementary and junior high school students is being conducted by WROK Rockford, Ill., in connection with promotion of Longines-Wittnauer Watch Co. series, "World's Most Honored Flights." Prizes are victory bonds and model airplane kits.

Out-of-Town Guests

THE FIRST in a series of invitations to out-of-town groups to attend the WCKY Cincinnati "Birthday Club" program has been accepted by Maysville, Ky. Two busloads of prominent Maysville citizens are to attend the March 19 production in Cincinnati.

WABC Letter

LETTER from Arthur Hill Hayes, general manager of WABC New York, concerning volumes of gifts, books and Christmas cards solicited by three of WABC-CBS program personalities, has been individually addressed by Mr. Hayes to trade figures.

Pure Oil Tour

PURE OIL Co., to promote its NBC "Kaltenborn Edits the News" 6:45 p.m. series, on March 18 starts broadcasting commercial continuity for that program from dealer service stations throughout the nation. Lyle Vann is announcer.

Drug Trade Paper

WNOX Knoxville, Tenn., has started a monthly magazine, "WNOX Drug Trade News," for distribution to local retail druggists. Paper contains news to radio shows of interest to druggists, listing those advertising drug products.

ABC Reports Upswing In Business for 1946

HEALTHY UPSWING in firm business booked by ABC in the first two months of 1946 was reported last week by Charles E. Rynd, network vice president.

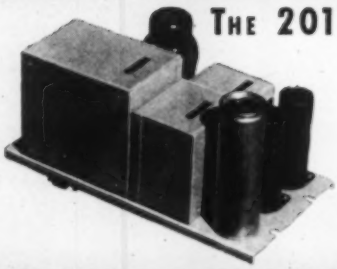
Total gross firm business booked by ABC in January and February, 1946, was $7,685,483, a gain of 24% over the amount for the first two months of 1945 which was $6,201,000. Included in these figures was $494,143 new business booked in the first two months of this year, or a 118.5% gain over the $226,200 new business booked in January and February, 1945.

CBS Hollywood Fire

FIRE of undetermined origin, starting in CBS Hollywood employes' locker room and spreading to storeroom housing paints and other inflammables, caused damage of approximately $10,000 on March 8. Proximity of smoke and flames necessitated cancellation of CBS "Ginny Simms Show" West Coast repeat broadcast for audience studio origination.

Worthy of an Engineer's Careful Consideration

THE 201 SERIES RECTIFIERS



The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

KCRA ...keeps NBC Tops in the rich Sacramento Market

Big Names, Strong Local Programs Swing Sacramento Dials to KCRA

Five-star General H. H. Arnold, wartime commander of Army Air Forces, addresses the Western States Aviation Conference—and the KCRA audience. Beside him is Governor Earl Warren of California, whose voice also is familiar to KCRA listeners. The pioneering Sunday feature, "Psychiatry Speaks," is another KCRA "winner." This policy of building top-flight local programs ... plus NBC Western Division shows ... plus outstanding NBC transcontinentals ... is a combination that can't miss! It's the reason California's state capital is another of the rich Western markets where NBC reaches *most* of the people *most* of the time.

Aggressive Advertising, Promotion Projects Back KCRA Commercials

This KCRA-manned "Fresh Air Taxi" cruised Sacramento streets for four hours before an Amos 'n' Andy broadcast, doing a bang-up publicity job for the Rinso show. Such promotion stunts, supplemented by a full-showing of 24-sheet posters, build KCRA prestige, give added selling power to NBC commercials in this *big, rich market*—4th largest in California ... with *the highest per capita spending in retail stores of any* U. S. *city over 100,000.*

Sacramento's prosperity is stable, deep-rooted in the agricultural wealth and food processing plants of California's rich central valleys. It's a golden spot among the 27 sales-healthy markets you cover so thoroughly when you buy NBC Western Division time.

* * *

WESTERN DIVISION

HOLLYWOOD, *Sunset and Vine* • **SAN FRANCISCO,** *Taylor and O'Farrell*

National Broadcasting Company

A Service of Radio Corporation of America

IN OUR BOOK, O.K. (Ky.) IS "P.U." OR "N.G."!

O. K. is an honest-to-goodness, no-joke Kentucky town. Somebody may have put the stamp of approval on O. K., but it wasn't WAVE! A *hundred* such self-satisfied settlements wouldn't buy enough stuff to warrant the extra power (and higher rates) necessary to reach 'em. For something *really* satisfactory in Kentucky, put those initials on the Louisville Trading Area—where people *spend more money* than all the people in the rest of the state combined. This market of ours is the one that *should* have been called O. K.—or even K. O.!

LOUISVILLE'S WAVE
5000 WATTS . . 970 K. C. N.B.C.
FREE & PETERS, INC.
National Representatives

KVET

(*Continued from page 22*)

four years of service saw 22 months of overseas and sea duty. Admr. Mitscher said of his work with Task Force 38, in awarding him the Bronze Star, he "contributed essentially to the success of embarked planes in shooting down 69 Japanese aircraft and to the security of the *Essex* from all damage." Citation with his Gold Star in lieu of a second Bronze Star Medal, awarded by Admr. McCain said, "Lieut. Commdr. Connally contributed materially to the ultimate defeat of the Japanese Empire."

William Edward Syers is vice president and news editor. He also is a graduate of the U. of Texas. He has worked for numerous Texas newspapers, and during his 18 months of sea duty as lieutenant commander he was in Naval Intelligence.

Secretary-treasurer is Edward J. Potter, recently discharged as lieutenant colonel in the Air Forces. He was writer-producer with KTSA San Antonio after graduation from the U. of Texas graduate school. Mr. Potter has seen service in North Africa, South America, and China-Burma-India theatres, and holds the Silver Star, Distinguished Flying Cross, and Air Medal.

Other staff members are James J. Pickle, sales manager, Navy lieutenant; Edward J. Clark, attorney, Army captain, former Secretary of State of Texas; J. C. Kellam, management, Navy lieutenant commander, ex-regional director National Youth Administration; W. S. Birdwell Jr., sales and accounting, Navy lieutenant; Joe Kilgore, chief announcer, AAF lieutenant colonel, holds Silver Star, DFC, Air Medal with Oak Leaf Cluster; Willard Deason, sales, Navy commander; Robert L. Phinney, accounting, Army lieutenant colonel; Merrill Connally, engineer, 1st lieutenant Marine Corps, promoted in field, holds Purple Heart with Bronze Star.

Summing up the aims, the vets state that "The keynotes . . . will be imagination, originality and vigorous action. A station, or any other organization so organized cannot fail to take even the smallest advantage to present new and additional services not now rendered within its area. Once initiated, it will grow along with the people themselves, who perforce cannot remain static as long as the spirit of this great country remains within their hearts."

KVET VETERANS include (l to r, standing): John B. Connally, Edward Clark, W. E. Syers, J. J. Pickle, and seated, Sherman Birdwell, Willard Deason, J. C. Kellam and Robert L. Phinney. Not shown are Edward Potter and Merrill Connally.

'Journal' Pickups

FIRST in a series of six overseas pickups will be featured March 17 on *Country Journal*, when the CBS half-hour show switches from Saturday 9:30-10 a.m. to Sunday 8:30-9 a.m. First of the pickups, scheduled over the next three months, will be from London. John Strohm, president of American Agricultural Editors Assn., who is making a private junket abroad to study world food conditions, is to be heard on subsequent pickups from Rome, Moscow, Berlin, Paris and a second broadcast from London. Editor Chuck Worcester from Washington, D. C., and newsmen from San Francisco, Chicago, Boston, Minneapolis, Seattle, New Orleans, Denver and Ithaca, will present regional food surveys on the program.

Use of Recording Blanks In Homes, Schools Seen

PRODUCTION of recording blanks for use in homes, schools and other institutions is expected to develop into a substantial industry within the next few years, William C. Speed, president of Audio Devices, said Friday at a press luncheon in New York. The idea of home transcriptions of broadcasts and home recording of party entertainment was rapidly growing in popularity at the outbreak of the war, Mr. Speed said. Since that time the use of recording materials was largely confined to essential uses, he stated.

With the return to peace, however, great expansion may be expected, he said, pointing out that less than one per cent of U. S. primary and secondary schools now have recording equipment and that 32 states are now planning statewide educational radio networks in which recording studios will play important parts.

TWENTIETH CENTURY-FOX Film Corp., Los Angeles, has purchased a program "One Man Jury," presented on CBS "The Whistler" series on Oct. 22, 1945, for film adaptation and production. Bud Swanton and John Hayes wrote script. Vincent Price is to be starred in screen version.

piano by Pickens

The magical fingers of Chuck Pickens create sparkling piano melodies daily . . . and help keep Canton dials set on WHBC. Five days a week, "Piano by Pickens" (a WHBC original) draws an eager audience. Canton listeners hear WHBC more than any other station . . . a claim proved by an October-November Conlan Survey★.

Here is Canton, Ohio . . . 59th metropolitan market. And here, in WHBC, is the voice the majority of these potential buyers listen to. Why not tell them your story . . . and sell!

1000 WATTS FULL TIME
CANTON • OHIO
whbc
★COMPLETE DETAILS AVAILABLE . . UPON REQUEST.
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming —therefore first in sales influence.

WTAG
WORCESTER

TO THE MOON AND BACK... VIA BLAW-KNOX

Because we have been a confidential advisor to the Army Signal Corps since long before World War II it was only natural that Blaw-Knox should, in a special way, participate in the sensational earth-to-moon contact... The 100 ft. tower, which carries this double 64 dipole antenna, is a Blaw-Knox product.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL RADIATORS
FM & TELEVISION TOWERS

Seven Blaw-Knox plants have been awarded the Army-Navy "E", and have regularly received renewal stars for continued high achievement in the production of war material.

GEOGRAPHIC CONDITIONS 570

make WMAM the only audible station during many hours of the day in this important market area . . .

WMAM

Marinette • Wisconsin

BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, *Mgr.*

Nat'l Representatives: Howard A. Wilson Co. Chicago, New York, San Francisco, Hollywood

SPONSORS

HARRY C. HOLLAND has been appointed sales manager of Dorset Sales Co., New York, to promote and develop on a national scale the sale of Dorset De Luxe canned foods. Mr. Holland served in executive capacities with the OPA and War Food Administration, specializing in food distribution, during the war.

HUNT STROMBERG PRODUCTIONS, New York, has appointed Foote, Cone & Belding, New York, to handle its advertising. Campaign for Stromberg films will be announced in two weeks.

GRUEN WATCH Co., Cincinnati, April 3 starts for 52 weeks twice-weekly time signals on WCBW New York, CBS television station. Series totals 104 signals, 20 seconds each. Agency is McCann-Erickson, New York.

ARTCRAFT ORIGINALS, Chicago, effective March 1 is sponsoring daily quarter-hour programs until Easter on KFNF Shenandoah, Iowa, WFIN Findlay, Ohio, and XEAU Tijuana, Mexico, featuring personalized Easter Bunny. Agency is Rocklin Irving & Assoc., Chicago.

UTILITY STATIONERY Stores, Chicago, has signed with KFNF Shenandoah, Iowa, for six spots daily for 26 weeks, through Rocklin Irving & Assoc., Chicago.

RABIN Co., Los Angeles, new to radio, to promote "200" Brand French Cleaner, on April 1 starts thrice-weekly participation in Art Baker's Notebook on KFI. Other radio will be used. Agency is The Mayers Co., Los Angeles.

I S & E Co., Los Angeles (industrial chemicals), has appointed Davis-Hood & Associates, Los Angeles, to handle advertising and is planning an extensive consumer campaign in fall to promote its automotive products. Radio will be used.

CARL V. SCHUCHARD, formerly a lieutenant commander in the Navy, has been appointed advertising manager of Benson & Hedges, New York. Before entering the Navy in 1942 Mr. Schuchard was advertising and sales promotion manager of Comex Wines & Spirits, New York.

ATLAS PRAGER BREWING Co., Chicago, after dropping "The Vagabonds" and "Jobs for GI Joe" on WBBM Chicago, through Olian Adv., Chicago, has signed 13 week contract for sponsorship of "The Shadow" on WGN Chicago, Sun. 4-4:30 p.m. Contract was effective March 10.

CALEB COFFIN, former AAF lieutenant colonel, has been appointed advertising manager of E. R. Squibb & Sons New York. Included in his new duties is direction of company's "Academy Award Theatre," starting March 30 on CBS [BROADCASTING, Feb. 25]. He was previously with John Price Jones Corp. and Jones & Brakeley.

Mr. Coffin

PETER A. GABAEUR, formerly in Navy, rejoins Chasers Inc., New York, as vice president in charge of advertising and sales promotion.

GENERAL MILLS, Minneapolis, has appointed Dancer-Fitzgerald-Sample, Chicago, to handle account on Betty Crocker Better Breakfast Tray, a new product.

SEARS ROEBUCK & Co., Los Angeles, in addition to its regular Southern California schedule, in a four week institutional campaign starting March 18, will use daily spot announcements on KMPC KXLA KLAC KWKW. Agency is The Mayers Co., Los Angeles.

O-CEDAR Corp., Chicago (polishes, waxes), moves its account to the Chicago office of Young & Rubicam effective July 1. Account is now handled by Aubrey, Moore & Wallace, Chicago. Firm plans to use spots and participating shows during 1946.

LA BOHEME VINEYARDS Co., New York (domestic wines), affiliate of Schenley Distillers, has appointed McCann-Erickson, New York, to handle its advertising. Spot announcements on 80 stations throughout the country will continue.

JEAN JORDEAU Inc., South Orange, N. J. (Zip-Epilator), has appointed James R. Flanagan Adv., New York, to handle its advertising. Radio is considered.

BELFAIRE COSMETICS, New York, has appointed Norman D. Waters & Assoc., New York, to handle its advertising. Test campaign will start April 1 for 13 weeks on WSB and WGST Atlanta, Ga., and will include one-minute spot announcements and participations on the "WGST Party" program.

FREDERIC R. COOLEY, New York, distributor of Beauty Tips, has appointed Stonewall Agency, New York, to handle its advertising. Radio may be used.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), in mid-April starts sponsorship of a 55-minute program, 10:05-11 p.m., seven nights weekly on WIND Chicago. Agency is Newell-Emmett Co., New York.

STAZE Inc., New York (denture adhesive), has appointed Laurentian Labs. as manufacturing affiliate and Laurentian Agencies as sales agent for Canada. Raymond Spector Co., U. S. agency for product, also will direct Canadian campaign. Radio will be used.

SIGNAL OIL Co. and Acme Brewing Co., Los Angeles, March 29 starts alternate sponsorship of re-created play-by-play of out of town games of Los Angeles Angels and Hollywood Stars on KMPC Hollywood. All home games of those two teams will be sponsored on a similar basis on KFAC Hollywood. Placement is through Barton A. Stebbins Adv. and Brisacher, Ven Norden & Staff, Los Angeles, respectively. Signal Oil Co. also will sponsor alternately with Remar Baking Co. the Oakland Baseball Club games on KROW Oakland, and with Centennial Mills, the Seattle-Rainier Baseball Club games on KRSC Seattle.

SPONSOR and conductor of his own program on KOY Phoenix, Ariz., and local businessman, Ray Busey has been elected Mayor of Phoenix. Area distributor for Pabco line of paints and building materials of The Paraffine Companies Inc., San Francisco, Mr. Busey on his weekly program has dealt with juvenile delinquency, sanitation, schools and other topics toward helping better his city. During last Democratic Convention in Chicago he aired daily quarter-hour progress report on convention via KOY and Arizona Network.

KIP CORP., Los Angeles (sunburn ointment), for second consecutive year has renewed for 52 weeks varied spot announcement schedule on 25 stations. List includes KMYR KWKW XEMO KFPY KXLA KDB WGBS KCMJ KHJ KGY KELA KXRO KWLK KAST KERN KMJ KFBK KWG KOH KTAR KVOA KYUM KYCA KGLU KWJB. In addition weekly spot schedule is used on six Inter-Mountain Network stations (KID KVNU KVRS KOAL KOVO KLO). Agency is Dean Simmons Adv., Hollywood.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, with mid-season crop estimates revealing that almost half California shipments until June would comprise small lemons, has adapted current Sunkist campaign to promote smaller size fruit. Radio schedule including participations and spot announcements in 33 major eastern and midwestern markets, was devoted to small size lemon selling copy during first two weeks in March, according to Russel Z. Eller, exchange advertising manager. Foote, Cone & Belding, Los Angeles, services the account.

RAINBOW HYBRIDIZING GARDENS, Placerville, Calif. (seeds), has appointed Ad Fried Adv., Oakland, as agency.

HEXOL Inc., San Francisco (germicide, disinfectant maker), has appointed Foote, Cone & Belding, San Francisco, to handle advertising.

OREGON STATE GRANGE, Portland (cooperative), has appointed Pate, Simon & Smith, Portland, to handle advertising.

FRANK HAAS, in charge of radio for Whitehall Pharmacal Co., New York, has returned to his desk after four weeks of illness.

MEDUSA PRODUCTS, Paris, Ont. (paints), has started daily spot announcements on 10 western Canadian stations. Agency is McConnell, Eastman & Co., Toronto.

Serving

The Third Largest Market

in the

Fourth Richest State

•

W C O L

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

630 ON THE DIAL

• MORE PEOPLE LISTEN

• MORE PEOPLE BUY

CKRC

WINNIPEG – CANADA

"THE DOMINION NETWORK"

ON 9 TOP LABELS!
POPULARITY ASSURED
FOR

LAUGHING ON THE OUTSIDE

(CRYING ON THE INSIDE)

BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE
NEW YORK 19, N. Y.

BOB MELLIN, Gen. Prof. Mgr.
NEW YORK

IRVING TANZ
JULES LOSCH
BERNIE ALBERT
JULES CHESTER

Jimmie Cairns
CHICAGO

Eddie Janis
HOLLYWOOD

Educators Plan Radio News Internship

Jay-Schoolers to Study Station Techniques Right in Studio

MOVE to raise radio news standards through summer internships of journalism teachers in station newsrooms will be repeated this year on an enlarged scale by the NAB and the Council on Radio Journalism.

Under direction of Arthur C. Stringer, NAB director of promotion, announcements are being sent to colleges and universities, along with application blanks. Stations are being contacted to determine how many plan to participate this summer by taking teachers into their newsrooms.

Applicants for internships will be screened by the council and those selected placed in station newsrooms to learn by actual experience what goes on and how it is done. The council was created last year by the NAB and the American Assn. of Schools and Departments of Journalism.

Lessons learned by stations and internees alike will be published shortly by NAB in a documented account of happenings at the nine stations that took internees.

At WGAR Cleveland, News Editor Ralph P. Worden set a threefold course for Willis C. Tucker, associate professor of the U. of Kentucky journalism department: Orientation on the nature of the medium; observation and study of daily operations; regularly assigned work which was then subjected to critical discussion.

Journalism in Radio

Radio gained two important things, Mr. Worden believes: First, a start has been made at subjecting radio journalism to practical study within the industry; second, attention of educators has been directed to the fact that radio is a distinct medium with certain fundamentals worthy of study.

At WFAA Dallas, Hugo Speck, news editor, put his internee, Fred M. Parris, journalism instructor at Kansas State College, into a regular shift and the two conferred frequently on technique and news evaluation. Mr. Speck found that copy should be adapted to the individual newscaster and that communities have a constant thirst for local news first, then the rest of the world. Both deemed the internship idea helpful and praised the program.

Tom Eaton, news editor of WTIC Hartford, called the plan a big forward step toward producing better radio newsmen. He conferred frequently with his internee, Everett W. Withers, acting director, journalism department, Washington & Lee U. Mr. Withers was surprised to find that radio put so much time and care into its news effort. He criticized news services for their "gross and inexcusable misuse of the English language", particularly in "faults of agreement, case and diction that are the result of loose thinking and negligent writing."

At KMBC Kansas City, News Director Erle Smith felt the internship of Elmer F. Beth, acting chairman, William Allen White School of Journalism, U. of Kansas, was mutually beneficial and urged that the program be expanded year by year. Mr. Beth was interested to learn that every word of Mr. Smith's four daily shows is originally composed; not a line is broadcast from teletype copy. He said his first few weeks' work was a continuing exercise in terse, explicit, lucid writing for the ear.

Ted Meyers, news editor of KFI Los Angeles, said Archie R. Harney, extension editor, U. of Idaho, left the station after the exciting news of the summer months with an enlightened understanding of radio newsroom operation. Mr. Harney, conceding that too much "education" had made him wordy, said: "What a wonderful time they had at KFI giving me the works about that little fault."

Woren Munkhof, news director of WOW Omaha, impressed the station's internee, Robert L. Mossholder, journalism department chairman, U. of Omaha, with the WOW news theme—brevity, simplicity, directness, interest, color. The station has "jettisoned the 5W lead and the newspaper story structure."

Mr. Mossholder believes "college teachers of journalism will find it difficult to do an adequate job of instructing their students in writing radio news unless they themselves have had an opportunity of securing firsthand experience under the guidance of men who have demonstrated their ability as writers of radio copy."

KOIN Portland took two internees, George Turnbull, acting dean of the U. of Oregon journalism school, and Leonard L. Jermain, instructor. Dean Turnbull was grateful to News Editor Lester Halpern "for contributing so effectively to our education."

E. R. Vadeboncoeur, vice president and news director of WSYR Syracuse, was interested to discover that Frank E. Schooley, assistant professor of the U. of Illinois journalism school, was talking with announcers after they had handled his news continuities, getting their ideas of its workability from the announcer's standpoint. He said the plan "cannot fail to produce long-range benefits for the industry, as well as a very satisfying and beneficial experience for the internees."

Much to Learn

Mr. Schooley quickly found there was much to learn and he felt he had profited as a teacher as a result of actual station news experience.

Ken Miller, news editor of KVOO Tulsa, feels the internships may have far-reaching effects, not only in the practical experience gained by professors of journalism, which in turn might be passed on to students of radio journalism, but also toward effecting a closer cooperation between radio news departments; the ultimate result being a raising of standards of news writing and editing in the industry.

He called internship served by Olaf J. Bue, of the Montana State U. journalism staff, an interesting and profitable experience for KVOO.

Mr. Bue found many problems in technique. He deplored the use of spurious "meanwhiles" and repetitions "over in, up in, down at" and such connectors.

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Rules for Noncommercial FM Favor State-Wide Broadcasts

PROPOSED rules to govern noncommercial educational FM, under date of March 7, were released last week by the FCC. Rules would assign Channels 201 through 220 to noncommercial educational FM use, as well as extend special consideration in assigning facilities to those meeting requirements for any state-wide plan of FM broadcasting. Commission has long favored state-wide FM projects since issuance of its report July 18, 1944, following studies and recommendations of the U. S. Office of Education.

Under FCC policy, entire proposed regulations will become final within 60 days, barring formal protests. Also, final promulgation would eliminate Sections 4.131-4.137 from the present rules. Substituted would be new Sections 3.501-3.505, covering classification of stations and frequency allocations; Sections 3.510-3.522, covering administrative procedures; Sections 3.551-3.558, rules relating to equipment; Sections 3.561-3.570, rules relating to technical operation; Sections 5.581-5.591, other rules relating to operation.

Similar to Commercial

Practically all of the proposed regulations for noncommercial educational FM are the same as those for commercial FM. Variations are included in:

Section 3.510, where *two* copies of the application on appropriate form and a like number of exhibits and other papers incorporated in the application are required. Also, *Form FCC 340* is specifically designated for use in applying for a noncommercial FM educational construction permit; *Form FCC No. 341* is used in applying for license; *Form FCC No. 342* is to be used in applying for change in existing facilities.

Section 3.515, where the permittee of a noncommercial FM educational outlet is authorized to test equipment for a period not to exceed *30 days*.

Section 3.522, where *voluntary* transfer of control and assignment of license are treated.

Section 3.561, where each noncommercial educational FM station is licensed for *unlimited* operation; where applicant specified minimum hours of operation, unlike commercial FM where a definite minimum of six hours daily is prescribed.

Section 3.565, where noncommercial educational FM stations are 1 kw or less, one or more *second-class* operators shall be on duty, in stations of more than 1 kw one or more first class operators shall be on duty.

Section 3.581, where it is pointed out that if program is of network origin, its sources shall be indicated; if broadcast is under auspices of institution or organization other than the licensee, its name shall be noted.

Copies of the text of the proposed regulations for noncommercial educational FM are available at the FCC in Washington. When finally adopted, they will be available from the Government Printing Office, Washington.

Sellers

(*Continued from page 10*)

the War Department to help build the army camps that were mushrooming overnight. He left to join Mutual in 1943. Mr. Carlsen was assistant project manager of construction at the Air Corps' Truax Field in Madison, Wisc.

His first sale at Mutual brought Chef Boy-Ar-Dee into the fold with the sponsorship of the late Boake Carter, and today, Mr. Carlsen has an impressive list of accounts that contributed heavily to Mutual's whopping $30,000,000 gross in 1945. These include Ralston-Purina; Louis Howe Co. (Tums) with *Bulldog Drummond;* Williamson Candy Co. (O Henry) with *True Detective Mysteries;* Cary Salt Co. with *The Shadow;* National Economic Council with Upton Close; American Bird Products with Radio Warblers, and Grove Labs with *The Shadow.*

He has been married for almost 25 years to his childhood sweetheart, the former Hazel Goss, and lives quietly in Evanston. His only hobby—he calls it a vice—is golf and Mrs. Carlsen resigns herself to the life of a golf widow for another year, come the first day of spring.

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Bourjois Replaces

BOURJOIS Inc., New York (Evening in Paris Perfumes & Cosmetics, will substitute a new show April 11 for its *Powder Box Theatre* over CBS Thurs. 10:30-11 p. m. New show will originate in Hollywood. Format is now being set by Foote, Cone & Belding.

MEMORIAL DAY COVERAGE of the Indianapolis 500-mile auto race May 30, exclusive on Mutual, is discussed in MBS Chicago office with sponsoring Perfect Circle Piston Ring Co. Trio comprises (l to r): DeWitt Mowrer, Mutual midwest sales manager; Herman Teetor, director of advertising, Perfect Circle; Wilbur Shaw, president of Indianapolis Speedway Corp. Sponsor has five-year contract with MBS for the annual race classic. Roger Beane Adv., Indianapolis, is agency.

ABC Adds Two

AFFILIATION of KROP Brawley, Calif., and KOWS Trinidad, Col., with ABC effective April 15 was announced last week, bringing total ABC affiliates to 202. KROP, 1,000 w daytime and 500 w nighttime on 1300 kc, is owned by the Broadcasting Corp. of America and managed by W. L. Gleeson. It joins ABC as a Pacific Coast supplementary station. KOWS, of similar power on 1280 kc, is owned by Trinidad Broadcasting Corp. and managed by Stanley Schultz.

NAB Hearing

(*Continued from page 20*)

the sale of stations when it would actually be in the public interest for the station to be sold. The more restrictions placed around a sale the fewer, and in many instances, the more speculatively inclined, will be the persons who will enter the radio broadcasting field."

Additional exceptions to the rule are proposed by NAB, which offers a new paragraph covering them in general terms. The exceptions cover such situations as property settlement agreements; dower and community property rights; joint tenancy rights; transfers as a result of death; guardianship proceedings; partnership relations; corporate stock transfers to employes; interests in trusts; gifts; receivership; bankruptcy; mortgage situations; judgments; transfer of governmental units; transfers by or to educational institutions; transfer where official authority is necessary; transfers due to illness, tax problems or financial reasons; conflict with local or state laws.

Concluding, NAB contends the proposed rule is concerned with a serious policy question which should be left for Congress to decide. Should the rule be adopted, it then asks that the broad exceptions covered by the additional paragraph be incorporated.

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Sometimes we just forget about our engineers and, you know, if it weren't for boys like Bill, we wouldn't be able to do such a good job on these special broadcasts.

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U. of Denver

(*Continued from page 17*)

ing or no education at all giving similar verdict.

A majority of radio owners actively favor radio advertising or are somewhat indifferent to it, according to the following question:

Which one of these four statements comes closest to what you yourself think about advertising on the radio?

A. I'm in favor of advertising on the radio, because it tells me about the things I want to buy.. 23%
B. I don't particularly mind advertising on the radio. It doesn't interfere too much with my enjoyment of the programs..... 41%
C. I don't like the advertising on the radio, but I'll put up with it 26%
D. I think all advertising should be taken off the radio..... 7%
Undecided 3%

Confronted with a definite choice —advertising or no advertising— 62% prefer advertising, 35% minority prefer radio programs without advertising, 3% undecided. Largest minority against radio advertising—44%—was registered in the New England and Middle Atlantic states. Substantial minorities answering "no radio advertising" came from the more privileged educational, economic and occupational strata.

Question About Press

The same question was asked about the daily press, with 10% saying they would prefer their newspapers without advertising, 87% preferring advertising, 3% undecided.

Among other results among radio owners were these:

81% say that they are able to get the kind of radio programs they like when they want to listen to them.

84% would rather do without the movies than without the radio if they had to give up one or the other.

81% think radio stations are usually fair in giving a hearing to both sides of an argument.

71% think radio did the best job of all mass media in "serving the public during the war."

13% would pay $5 a year to get radio programs without any advertising.

DISTRICT MEETINGS RESUMED BY NAB

THIRD segment of NAB district meetings opens March 18 with the 11th District (Minn., N. D., S. D., Wis., Mich. in part) convening at the Hotel Radisson, Minneapolis, for a two-day gathering. President Justin Miller, Secretary-Treasurer C. E. Arney Jr. and Director of Broadcast Advertising Frank E. Pellegrin went to Minneapolis for the sessions. Presiding is to be E. L. Hayek, KATE Albert Lea, Minn.

As in previous district meetings the delegates will hear a report from President Miller on AFM developments as well as other industry problems. He also is expected to discuss NAB's plans to meet the new FCC attack on station programming. Series of group meetings on radio advertising and other industry topics will be held.

FCC Orders Hearing To Investigate Newspaper Operations of Applicant

AN ORDER to reopen the record and investigate newspaper operations of an applicant for a new station at Fort Smith, Ark. was announced by FCC Wednesday.

Commission spokesmen said the order resulted from a suit—since settled out of court, it was learned Friday—in which Fort Smith Newspaper Publishing Co. and Donald W. Reynolds, who as an individual is seeking a 250-w fulltime station on 1230 kc at Fort Smith, were accused of discriminatory actions tending to create a monopoly in newspaper advertising.

Issue in the further hearing decreed by the FCC was "to determine whether Donald W. Reynolds or any newspaper owned or controlled by him was engaged in practices designed to substantially lessen competition and tending to create a monopoly in the newspaper advertising business in the City of Fort Smith; and to determine what bearing such information may have on the qualifications of Donald W. Reynolds to be the licensee of a radio broadcasting station."

The Commission's order re-opened the record in the application filed by Mr. Reynolds and also a competing application for the same facilities, filed by Arkansas-Oklahoma Broadcasting Corp. The two applications were heard in a consolidated proceeding Jan. 28-29. The suit was filed a few days later in U. S. District Court, Fort Smith.

H. K. Seymour, business manager of the Fort Smith Newspaper Publishing Co., told BROADCASTING on Friday that the suit had been settled out of court. He did not disclose terms of the settlement.

The suit, claiming $25,000 damages, was instituted by R. G. Hines, Harry Robinson, and Lusk Robinson, partners in *The Fort Smithian*, a weekly. Mr. Reynolds and the defendant corporation publish two dailies in Fort Smith: *Southwest American* and *Times Record*.

APPLICATION FILED FOR FM IN DAYTON

APPLICATION for a new metropolitan FM station at Dayton, Ohio was filed with the FCC last week by Moraine Broadcasters Inc., principally owned by Journal-Herald Publishing Co. (96.5%) with minority interests held by three individuals including Frank E. Mason, former vice president of NBC, now owner of Fireside Press, New York book publishing firm.

Lt. Col. Lewis B. Rock, president of the newspaper firm, which publishes the Dayton *Journal* and *Herald*, is also president of Moraine. Mr. Mason, former president of INS, special assistant to Secretary of Navy from 1941 to 1945, and former stockholder in WMRN Marion; and John W. Sweeterman, business manager of Journal-Herald, are vice presidents and stockholders (0.2% and 2.3% respectively).

Lt. Col. F. O. Grasshoff, secretary and comptroller of Journal-Herald, owns 1% and is treasurer. The station would cost $68,000 excluding land and would broadcast 540 hours a month, about half commercial and half sustaining.

TWO FM EDUCATION STATIONS GRANTED

TWO additional grants for noncommercial educational FM stations were made last week by the FCC, bringing to 22 the number of such stations under construction or given licenses. Still pending are 24 noncommercial FM applications.

Last week's permits went to The Independent School District of the City of El Paso, Tex., and the Sacramento City Unified School District, Sacramento, Cal. Both grants were made subject to Commission approval of transmitter, antenna, frequency and modulation monitors.

Huge Film Studios Foreseen in Video

PREDICTION that television studios would eventually be as big as movie lots to accommodate production of teleshows as elaborate as present motion pictures was made last week by Ernest Colling, producer and director of NBC television.

Mr. Colling, Herbert DeRyder, television engineer of Bremer Broadcasting Corp., operators of WAAT Newark, and Will Baltin, secretary-treasurer of Television Broadcasters Assn. appeared on a Rutgers U. video forum broadcast over WAAT last Monday night.

Said Mr. Colling: "At the present time there are two limitations (to television), space and money." Eventually, he said, "We'll have studios comparable to movie lots, just as large and complete." As for the money which currently is lacking, commercial advertisers will "more than pay the bill" when television becomes widely used.

Mr. DeRyder predicted eventual use of "satellite screens," fed from a central television receiver so that home audiences could view telecasts in places other than the living room.

Mr. Baltin said that of companies now engaged in televising, "very few are in favor of by-passing black and white for color and high frequency transmission."

BMB Adds Seven

BMB has added seven subscribers to bring total to 647 stations in addition to four major networks. New subscribers are KFSD San Diego, Calif., WRUF Gainesville, Fla., WWL New Orleans, WDAF Kansas City, WOKO Albany, N. Y., WCHV Charlottesville, Va., KHQ Spokane, Wash.

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National Representative: FREE & PETERS, INC.

Peabody

(*Continued from page 17*)

ation and gratitude" for his work. His latest productions have been heard on Mutual.

NBC Symphony Honored

The music award was also a double one, going to the NBC *Symphony of the Air*, and to Dr. Howard Hanson, the Eastman School of Music, and WHAM Rochester, an NBC affiliate.

"The board was, as always, grateful for the superb contributions of the Metropolitan Opera and the great symphonies. In choosing the NBC *Symphony of the Air* for a music award, the board salutes not only a magnificent conductor but takes special recognition of an orchestra brought together explicitly for radio and a far-reaching educational program which together have made fine music a living force in millions of American homes.

Mr. Oboler

A music award also bestowed on Dr. Hanson, Eastman School of Music, and WHAM was in recognition of their contributions through broadcasting to music education, especially the promotion of creative work by young artists.

For the outstanding educational program, the Peabody committee selected *America's Town Meeting of the Air*. "The edification, the fearlessness and the fair, firm moderation which has characterized George V. Denny's selection and conduct of *America's Town Meeting of the Air* was never more urgently needed by conscientious listeners. To Mr. Denny and to his capable staff and to the American Broadcasting Co., we take pleasure in presenting the Peabody Award for the outstanding Educational Program of 1945.

"Mr. Denny has the distinction of being the first double winner: *Town Meeting* received the medal in 1943 and is still the irresistible leader in its field. This program has served as a stalwart example for 26 junior *Town Hall* meetings which are perpetuating the principles of free debate among the citizens of tomorrow."

National Institution

In the ten years that *Town Meeting* has been on the air, it has become a national institution, presenting many of the nation's great from government, education, labor, radio, business, sports, and all fields in which controversial issues appear. After being a sustaining program for many years it is now sponsored by the *Reader's Digest*. Mr. Denny, moderator and guiding spirit of the program, was associate director of New York's Town Hall when he conceived the idea of putting discussion sessions on the air. After becoming director of the League for Political Education in 1937, he changed the name to Town Hall, and revitalized its programs, eventually putting them on the air in May 1935.

Children's Program

The Peabody selection for the outstanding children's program was *We March With Faith*, on KOWH Omaha, which is required listening for public school pupils and repeated on Sunday for the adult public.

The winners will receive the awards at a dinner April 24 in New York. The NAB District Meeting will be held in New York the two following days, April 25-26, allowing a number of broadcasters an opportunity to attend both functions.

Dean John E. Drewry of the Henry W. Grady School of Journalism of the U. of Georgia, represented the school at the meeting of the advisory board which named the winners. George Foster Peabody was a trustee of the university.

Board members were guided by reports of widespread listening post committees set up by Mrs. Dorothy Lewis, NAB coordinator of listener activity, and through recommendations of the university's faculty screening committee, who forwarded their selections to the national advisory board. [BROADCASTING, March 11].

Included in the board making the final selections were John H. Benson, former president, American Assn. of Advertising Agencies, New York; Mark Ethridge, publisher, *Louisville Courier-Journal and Times*, which operates WHAS and Earl J. Glade, Mayor of Salt Lake City, former vice president and program manager of KSL.

Alleged Use of Hidden Mike By FCC Agent Draws Protest

TACIT consent was given by FCC to use a hidden microphone by its field man in transcribing a conversation between Doris Keane, Calumet Broadcasting Co. (WHIP Hammond, Ind.) president, and the principal stockholder, Dr. George F. Courrier, according to a brief of exceptions to the Commission denial of a CP to the Hammond station.

Case will be carried to the U. S. Court of Appeals, Miss Keane announced. Rev. Val Karcz, of Hobard, Ill., a minority stockholder, said he was preparing a complaint against the FCC demanding a Congressional investigation of the Commission on the ground that it is discriminatory and un-American. He charged the FCC with refusing to grant WHIP's CP application because the station at one time had carried Father Coughlan's broadcasts.

Calls It "Garbled"

Calumet counsel alleges that FCC's field man failed to produce the original transcription, offering a duplicate in testimony before the FCC hearing. This duplicate, it is charged, was a "garbled, dissonant and disconnected version" of the actual conversation which defense counsel claims actually lasts but 25 minutes in contrast to the hour required to play the original. The conversation allegedly took place March 21, 1944, between Dr. Courrier; J. C. Thompson, building manager of Chicago Civic Opera; Albert E. Gale, Calumet publicity counsel, and John F. Bolger.

Charges Made

Charges made by FCC counsel at the hearing as to the intent of Dr. Courrier to make a secret deal for sale of WHIP on condition of license approval were denied. Conversation dealt with possibility of renting space in the building, WHIP contends.

Dr. Courrier, through counsel, charged the FCC with "high-handed, unethical and illegal practices" and with "entrapment."

"We know of no other case in the history of the Commission where such a practice was indulged in by its (FCC) agents or counsel and feel that it calls for immediate condemnation and correction," WHIP argued, claiming use of a secret dictaphone was "purely a violation of Dr. Courrier's constitutional rights."

FCC DESIGNATES 24 CASES FOR HEARING

ON THE HEELS of its approval of a hearing calendar scheduling applications to be heard through July, the FCC last week started ear-marking still more cases for hearing.

Twenty-three AM applications were designated Wednesday, and another had been set the day before. Commission sources said those involving conflict with applications for which a hearing date has been set would be "fitted into" the new calendar. Most of the others probably will be heard in August. (Applications designated are shown in FCC Actions, page 103).

Big Philco Backlog

PHILCO Corp., with orders enough to keep plants busy all during 1946, has been hampered by national developments in its reconversion, according to John Ballantyne, president, in a letter to stockholders. Philco is probably further along than any other company in sampling its dealers with new radio receivers, he said. Price ceilings on parts and strikes in suppliers' plants have been stumbling blocks, he said.

Schedule

(Continued from page 18)

prior to March 1. These include approximately 100 FM cases, about 72 television applications, and about 125 requests for new standard stations or changes in facilities.

Findings Within 20 Days

To expedite decisions on hearing cases, the Commission now requires that proposed findings of fact and conclusions of law by parties shall be filed within 20 days after the record of the hearing is closed by the presiding officer. The old rule, which provided for filing of findings "within 20 days after the record is filed in the Office of the Secretary," resulted in much delay, the Commission said.

Where hearings had been held and the record closed prior to March 8, the effective date of the new rule, and where the record has not yet been filed, parties to such hearings who had requested opportunity to file or had been directed to file are given to March 28 to submit proposed findings and conclusions.

The simplified hearing procedure adopted Dec. 5 [BROADCASTING, Dec. 10] when the first calendar was set up, however, will continue in effect for the time being. This procedure provides that petitions to intervene and motions to enlarge the issues be filed within 15 days after the issues have been announced and eliminates the filing of proposed findings and conclusions unless specifically directed by the Commission.

The revised rule regarding filing of findings, which is an amendment to Secton 1.231 (d), follows:

Findings proposed by parties.—Within 20 days from the date when the record in the hearing is closed by the presiding officer, each party to the proceedings shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in section 1.141. Failure to file proposed findings of fact and conclusions by any such party within the time so required, shall be deemed a waiver by such party of any right of further participation in the proceeding, including oral argument if any is held.

Cancer Drive Appeals On Over 900 Stations

AMERICAN Cancer Society's nationwide drive for $12,000,000 in April, which has been designated by President Truman and Congress as cancer control month, will make appeals on more than 900 stations throughout the country. Recorded series of transcriptions, running from 20 to 50-second spots to 5-15 minute and half-hour programs, have been mailed to approximately every station in the nation, along with letters of sponsorship from the NAB and Advertising Council. Stations have agreed to place the spots and programs along with local talks placed by the stations individually.

A. A. Schechter, Esterly Page Named Vice Presidents of MBS

APPOINTMENT of A. A. Schechter and Esterly C. Page as new vice presidents of Mutual was announced by MBS President Edgar Kobak last week at a meeting of the network's board of directors in New York.

Mr. Schechter

Mr. Schechter, who has been the network's director of news and special events since June, 1945, will be vice president in charge of news, special events and publicity.

Mr. Page, who joined MBS as engineering director in August 1945, will be in charge of the network's engineering.

Both Vets

Both executives served with the Army during World War II, Mr. Schechter as a lieutenant colonel on Gen. Douglas MacArthur's staff in charge of the radio section of the Public Relations Office and Mr. Page as a lieutenant colonel in charge of invasion planning for the North African, Sicilian, Italian and Southern France campaigns. For a time he was assigned to the staff of British Gen. Sir Harold Alexander.

Mr. Schechter was awarded the Legion of Merit for his organization of press and radio communications during the Philippines campaigns. Mr. Page wears the Order of the British Empire, won while serving on Gen. Alexander's staff.

Mr. Page

Elevation of Mr. Schechter to a vice presidency with responsibility for network publicity as well as for news and special events was seen partly as a move to strengthen the network's publicity department. Jim O'Bryon, who remains as MBS publicity chief, will henceforth report to Mr. Schechter, who has wide experience in both news and publicity fields.

Only other network vice president with comparable publicity and news background is Robert Kintner of ABC, to whom ABC's publicity chief, Earl Mullen, reports.

At the meeting of Mutual's directors in New York's Ambassador Hotel Thursday and Friday all other officers and directors of the network were reelected. Board members reelected were:

E. M. Antrim, WGN Chicago; Willet H. Brown, Don Lee, Hollywood; Chesser Campbell, WGN Chicago; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. E. Campeau, CKLW Detroit-Windsor; John Shepard 3d, Yankee Network, Boston; T. C. Streibert, WOR New York; Linus Travers, Yankee Network, Boston; Lewis Allen Weiss, Don Lee, Hollywood, and Mr. Kobak. Alfred McCosker, WOR New York, remains as chairman of the board.

Spot Sales Plans 'Pin-Up Platter'

SPOT SALES, New York, is offering a new service to all stations subscribing to BMI, according to a letter sent to the approximately 850 stations. Each month, concurrently with the BMI "Pin-Up Sheet of Hit Tunes" Spot Sales proposes to send the stations a "BMI Pin-Up Platter" containing eight of the tunes on the sheet. First "Platter" will be ready for station use about April 1.

Letter describes the service as "unique," in that broadcasters will have available BMI tunes in advance of their popularity and therefore most useful to the station for the greatest length of time. Loren Watson, president of Spot Sales, explained that the stations who are the owners of BMI will be aided in promoting what is really their own music.

Transcriptions will be recorded by World Broadcasting System, with either lateral or vertical cut records available at each station's choice. Four songs will be recorded on each side, each tune running about three minutes, making for ease in arranging them into five-minute or 15-minute programs. One side will contain four selections performed by a 28-piece concert orchestra directed by Enoch Light, with Ilene Woods, Harry Prime, Danny Sullivan and the Song Spinners as vocalists. The other side will include an 18-piece dance orchestra and the same soloists, also under Enoch Light's direction.

New FCC Check Lists Bring Rules Up-to-Date

MEANS for persons possessing books of FCC Rules & Regulations to check their completeness are provided for the first time by the Commission. Revised to March 12, the FCC's notice covers 7½ single-spaced pages which provide a formula for compilation of the various changes.

Additional check lists will be issued as the rules are amended. The lists serve to put subscribers on notice of new amendments in the process of printing and refer them to press releases containing these amendments for reference pending distribution of printed amendments.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

KSFO

Set to keep the pace with California's fast-growing market

San Francisco

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

American Broadcasting Co.

Represented by John BLAIR & CO.

FM Hearing

(*Continued from page 18*)

large number of organizations offering them free time and had been refused by only one.

Commission concern with program schedules entered into testimony when the application of Capital Broadcasting Co. (WWDC), first standard station licensee to be heard, was presented. Ben Strouse, WWDC manager, was questioned by Mr. Miller about *Sports Parade*, a daily 4-hour program carrying racing results, and *Captain Cash*, formerly a telephone quiz money give-away, now in a different format.

Asked if the sports program appealed to the "betting element," Mr. Strouse said the audience is large and varied and has a wide response. Questioned by Mr. Wheeler whether the program is used by bookies to pay off on the races and also in connection with the "numbers racket," Mr. Strouse replied he did not know. He said the response to the old *Captain Cash* format was so great that libraries were swamped for answers to program questions.

Questioned on the station's commercial religious programs he said he saw no reason why they should not be sponsored as long as churches were being advertised.

Mr. Strouse said the proposed FM station would duplicate WWDC's 24-hour operation except for three hours a day which would be determined by listener response. When the AM operation is no longer necessary, he testified, the FM station would have 30% live programs, would be 70% commercial, and would carry 340 spot announcements weekly as compared with 1108 now carried by WWDC in a composite week.

Cowles Plans Outlined

Cowles Broadcasting Co. (WOL) plans for FM in the Capital were outlined by T. A. M. Craven, vice president in charge of engineering and former FCC commissioner. He said the proposed station would broadcast 19 hours a day "at the start," duplicating the program schedule of WOL.

Expressing firm confidence in the future of FM, he said his company believes AM will not last long in Washington. He did not anticipate revenue from FM for two years but voiced hope the proposed station will be sustaining in five years. He said Cowles plans to promote FM over WOL and through arrangements for receiver demonstrations. He added that the station would be affiliated with Mutual.

Mr. Craven welcomed the competition of a possible 11 FM stations in Washington as "good for radio."

Merle S. Jones, WOL manager, told the Commission WOL has eliminated money give-away and racing-results programs and has substantially reduced participating announcements. Under questioning by Mr. Miller, he said the question of public interest was the primary consideration in cancellation of the racing program.

Worthington C. Lent, consulting engineer, gave testimony on the site acquired for the proposed station.

NBC Testimony

Opening testimony for NBC, Frank M. (Scoop) Russell, vice president in charge of Washington operations, expressed the opinion that geographical considerations involving extent of AM static would influence the development of FM. In some areas, he said, the change from AM to FM may come rather rapidly. In the northern part of the country it may take many years, and in other areas it may not come at all. He added that FM applicants have the problem of encouraging listeners to buy FM sets.

FCC interest in network affiliation policies during the transition to FM was reflected in questioning of Mr. Russell by Commission Counsel Miller who wanted to know what NBC would do in Washington in the event its FM application were denied. Mr. Russell said that NBC would continue to serve major markets. In reply to a question by Mr. Dowd, he said that NBC would not permit an FM station to duplicate programs carried over WRC, its owned and operated station, during the transition period, if its FM application were not granted. Previously, Mr. Russell said in direct testimony that WRC wouldn't be worth much in a few years if NBC did not get an FM station in the Capital.

CBS has not applied for FM in Washington. The network plans FM stations in six other cities, the limit under FM rules. It owns WTOP, Washington AM outlet.

Raymond F. Guy, NBC radio facilities engineer, testified on the network's pioneering contributions to FM, particularly through WEAF-FM New York, first commercial FM station to be built and operated by a network. Mr. Guy estimated that within the next five years as many as 2,500 FM stations may be established.

Carleton D. Smith, manager of WRC, said the proposed FM station would follow WRC's operating schedule (134½ hours a week) and would duplicate WRC's programs (AFM President James C. Petrillo permitting). Regarding the standard station's programming, which he said was 29.1% sustaining and 70.9% commercial during the composite week for 1945, he stressed its use of educational and religious programs; cancellations to permit special broadcasts; special service and community programs; furnishing of its services without charge to various organizations.

Ward Dorrell, manager of Station Relations Dept. of C. E. Hooper Inc., testified on the basis of surveys that, during the time periods checked, more Washington people listened to WRC than to any other station in the area.

General Manager Edward M. Brecher, testifying for Metropolitan Broadcasting Co., said he and other organizers had sought stockholders "who don't like radio as it is." Program policies, he said, would include "limited commercialization"; 59-second maximum on commercials, which generally would be spaced 29 minutes apart; 30-minute newscasts; use of at least 14 hours of live talent weekly; no beer, wine or liquor ads; no advertising of patent medicines except those approved by a committee of stockholder-physicians.

There are approximately 80 stockholders, not now permitted to own more than $5,000 worth of stock each. Residents of the service area of the proposed station, they include physicians, businessmen, writers, editors, attorneys,

Moonbound

A GAY 18-foot balloon, inscribed "Welcome Neighbor—KFJZ," took off moonward last Monday night instead of waiting around for the Southwestern Exposition and Fat Stock Show. Clyde Pemberton, commercial manager of the Fort Worth station, said the silvery balloon was inflated with helium but anchored because of high winds. It was to have been rotated among Texas State Network stations. A replacement is planned.

WWSW

PITTSBURGH'S FIRST station in public service features.

★

PITTSBURGH'S FIRST station in complete sports coverage.

★

PITTSBURGH'S FIRST station in total sponsored time.

★

PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.

PITTSBURGH, PA.

Represented by Forjoe and Company

architects, and economists.

President Morris Rodman, pharmacy owner and real estate company executive, said that "profits are secondary." Their plans of aiding in programming were outlined by the following stockholders: Treasurer Robert C. Daveport, who is acting chief of Industrial Feeding Division, Food Distribution Programs Branch, Production and Marketing Administration, Agriculture Dept.; Mrs. Marion Kingsbury, director of Remedial Education Center, Washington; Mrs. Eleanor Lattimore, with American Council, Institute of Pacific Relations; Elizabeth Wickenden, Washington representative, American Public Welfare Assn.

It was pointed out that Metropolitan is seeking a daytime standard station for Washington and that AM and FM programs would be duplicated to a large extent, but that the AM station is not essential for FM programming.

Plans for an FM station in Washington which would "avoid some of the evils arising from commercial domination of radio" were presented in the application of Potomac Broadcasting Cooperative, formed by 10 cooperatives in the District of Columbia.

Herbert S. Wood, a retired government employe and president of the applicant company, testified that the group is prepared to raise $80,000 from sale of stock to various cooperatives for initial operations. He estimated cost of the station at $45,000.

Mr. Wood said the station's advertising would be "limited to facts of genuine interest to consumers" and that "a bar will be raised against extravagant self-praise by advertisers." The station would sell 58% of its program time, divert all earnings over 6% to program improvement, and charge rates in line with competitive stations.

The Cooperative's application stated it has received reports that separate FM units for existing receivers will soon be available at not more than $10.

Mrs. Charles W. Putnam, chairman of the Advisory Committee on Programs for the Cooperative, testified the proposed station would draw largely from programming on theatre workshops, educational, religious, civic, consumer and labor groups.

Opposes Joint Rate Cards

Opposition to a joint rate card for duplicated programs on AM and FM was expressed in testimony of Samuel H. Kauffmann, president of the Evening Star Broadcasting Co. (WMAL). Mr. Kauffman said his company would have separate rates for FM when an advertiser stipulates the program must be duplicated but would reserve the right to duplicate an AM program at its discretion.

Mr. Kauffmann felt that the *Star's* policy of maintaining separate advertising rates for its newspaper and radio operations should be applied to the AM and FM stations. He said he was not sympathetic to the idea of networks requiring duplication of AM programs on FM stations of affiliates.

Kenneth H. Berkeley, general manager of WMAL, testified the proposed FM station would carry four to six hours of unduplicated programs daily and would have a 14-hour schedule at the outset. Estimated cost of the station was given as $47,700.

Worthington Lent, consulting engineer, gave measurements taken from the site acquired for the station at the American U. campus where the *Star's* television transmitter will also be housed.

Coy Testifies

The Commission was told by Wayne Coy, general manager for WINX Broadcasting Co., a subsidiary of the *Washington Post*, that WINX has been undergoing extensive reprogramming in preparation for the transition to FM, with emphasis on "good music." He presented a comparison of the present schedule with that of two years ago, before the *Post* acquired the station, which showed that while commercial time has been increased from 64.5% to 85.6% spot announcements have been reduced, fine recorded music increased, and the whole schedule made "more listenable."

Mr. Coy said that WINX will have a 19-hour schedule on its FM station. He estimated cost of the outlet at $91,950. He added that the station would probably do some experimental work with facsimile.

Theodore Granik, director of the *American Forum of the Air*, testified the policies of the *Forum* would apply in handling controversial subjects on his proposed FM station. He would devote considerable time to community problems.

He plans a six-hour schedule at the outset and 17 hours ultimately, with 60% of the time to be sold. Advertising would be restricted to reputable products and to "the least irritating commercials." He said "a vast untapped wealth" of program material in Washington would be utilized.

Mr. Granik said the first *Forum* program was broadcast over WOR in 1928, going on the Mutual network in 1937. Under the guidance of Alfred J. McCosker, Mutual board chairman, he said, the *Forum* has had complete independence and has never been interfered with. He testified he receives no salary for conducting the program and has been opposed to having it sponsored. He gave his income as "in excess of $100,000 a year" from law practice.

Testimony regarding the public service performed by the *Forum* in guiding listeners on controversial issues was given by Leon Henderson, chief economist, Research Institute of America, and former OPA Administrator; Adm. Henry S. Land, president, Air Transport Assn., and former chairman of the Maritime Commission; and Dr. Meyer Jacobstein of Brookings Institution, former Congressman.

Truman Favors Daylight Time; St. Louis Aldermen Pass Bill

(*See story on page 54*)

PRESIDENT Harry S. Truman would approve placing the entire nation on daylight saving time if a bill were passed by Congress, he said at his Thursday news conference. He said it would be helpful to the farming situation if the nation as a whole went back to daylight saving, but said a piecemeal plan wouldn't help.

The President did not indicate willingness to use wartime powers to proclaim nationwide daylight time. In the past Congress has been dead set against moving the clock forward except during war.

Nationwide daylight saving would prevent the much feared snarl in station schedules when networks shift next month to daylight time, conforming to New York City.

St. Louis Board of Aldermen voted Friday to adopt daylight saving time from April 28 to Sept. 29. Vote was 20 to 5 with three members excused from voting. The original bill had provided termination of daylight time Oct. 27 but this was amended to conform to the general period.

Mayor Aloysis P. Kauffmann is in favor of the time change and will sign the bill, it was stated. Main opposition came from theatrical interests. A KSD-St. Louis *Post-Dispatch* poll of 15,491 St. Louisians taken by telephone showed more than two to one in favor of daylight saving. Letters and petitions to the board of aldermen showed a similar trend. Mayors of neighbor cities say they will conform to the action. St. Louis had not changed to daylight time before the war.

According to information reaching the networks, these cities already have decided to go on daylight time: New York, Albany, Syracuse, Buffalo, Rochester, Troy, Hartford, Indianapolis, Boston, Worcester, Philadelphia, Providence, Chicago, Cleveland, Danville, Ill., Fairmont, W. Va., Frederick, Md., Montgomery, Ala., Peoria, Ill., Pittsburgh, Quincy, Ill., South Bend., Ind., Spokane, Wheeling, Youngstown, Louisville, Anderson, S. C., Augusta, Ga.

Des Moines, Detroit, Omaha, Oklahoma City and Houston are understood to have decided to stay on standard time.

Most of the Central Time Zone remains on standard time except Chicago, Indianapolis and Louisville. Wisconsin is undecided. Pacific and Mountain Zones remain on standard time, as do most southern cities.

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bo!t" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Better Use WINN in LOUISVILLE
BASIC STATION AMERICAN BROADCASTING COMPANY
WINN
HARRY McTIGUE General Manager

Vancouver's CKWX
First IN CANADA'S THIRD MARKET
1000 WATTS GOING TO 5000
Mutual Network
REPRESENTED BY WEED and Co.

Hyde

(*Continued from page 15*)

after war duty; former Rep. William J. Miller of Hartford, Conn., who served in Congress in 1938-1940; Carroll Meins, former public utility commissioner, now practicing law, of Mass.; and Commodore E. M. Webster, communications chief, U. S. Coast Guard, on leave from the FCC where he was assistant chief engineer. Commodore Webster, politically an Independent who has never voted, evidently was ruled out in Republican councils, however, because of that fact.

Party Member

In Republican circles, the talk was that a "red hot" party member should be named. Some objection had been raised to the appointment of Commissioner E. K. Jett three years ago on similar grounds. He was named as an Independent. The FCC is a bipartisan commission, and under the law not more than four of its seven members may be of the same political faith.

Assuming Mr. Hyde's promotion, it was thought the general counselship would go to one of three present assistants general counsel. Benedict P. Cottone, in charge of the Common Carrier Division, Law Dept., is senior assistant. He has been with the FCC since 1939, but three years earlier had served as a member of its special telephone investigation staff. Mr. Cottone was elevated to an assistant general counselship in 1941 after having served as chief of the Litigation Section.

Harry M. Plotkin, who became an assistant general counsel about 2½ years ago, has been with the FCC since January 1940 and two years later became chief of the Litigation & Administration Section. He has been prominently identified with broadcast work and was chief assistant to General Counsel Denny during the House Select Committee investigation of the FCC.

Vernon L. Wilkinson, assistant general counsel in charge of the Broadcast Division, was named to that post just a year ago when Mr. Hyde was elevated to the general counselship. He came from the Dept. of Justice, where he was special assistant to the Attorney General.

Technically, Col. Telford Taylor, now with the Army General Staff in the Nazi trial prosecutions, is on leave as FCC general counsel. Col. Taylor, in Washington in connection with personnel recruiting activities for the second phase of the trial, will return to Nuremberg and, it is expected, will be named chief American prosecutor succeeding Supreme Court Justice Jackson. He is in line for brigadier general.

President Views Stand

Further indication that the President did not propose to fill the Porter vacancy was given last week at the White House. Charles G. Ross, news secretary, said in reply to an inquiry that the President's comments a fortnight earlier in announcing appointment of Mr. Denny as acting chairman would stand. At that time the President also indicated he would not fill the Porter vacancy immediately.

Meanwhile, Sen. Wheeler (D.-Mont.) still had before the White House the name of J. Burke Clements, chairman of the Industrial Accident Board of Montana, an attorney and former newspaperman. Mr. Clements, as a Democrat, could not qualify for the Wills vacancy. The name of George P. Adair, FCC chief engineer, also had been mentioned for possible elevation to the Commission as a Democrat.

Sen. Wheeler saw President Truman last Thursday morning. He declared, however, that it was on another matter entirely and that the Clements candidacy had not been discussed.

It was generally agreed that Mr. Hyde could qualify as to party affiliation, since he is a lifelong Republican. He has been identified with radio regulation by the Federal Government for 18 years, having joined the Radio Commission less than a year after it was created.

Rose from Ranks

Mr. Hyde has risen from FCC Docket Section chief to general counsel. He was named general counsel when Mr. Denny was elevated to the Commission to fill the vacancy created by resignation of T. A. M. Craven, now vice president of Cowles Broadcasting Co. Mr. Hyde had been considered for the Commission at that time, having been assistant general counsel in charge of broadcasting.

A Mormon, Rosel Herschel Hyde was born on a farm near Downey, Idaho, in 1900, at the site of an original homestead claim staked out by his father. He attended high school in Salt Lake City and later studied at the Utah Agricultural College. At 24, he was manager of the State Bank in Downey. In 1924 he took a job with the Civil Service Commission in Washington, while studying accounting at night. The next year he enrolled at George Washington U. Law School at night and was graduated in 1929.

A year after he was admitted to the bar—in 1928—Mr. Hyde transferred to the FCC. From November 1928 to September 1930 he was chief of the Docket Section and reorganized docket procedures into a system still in use. In 1932 he became an examiner in the Law Department and in 1934, when the FCC was organized, he became an attorney-examiner, handling both broadcast and common carrier matters.

Mr. Hyde has taken a leading part in all studies of the Commission in the evolution of its rules and regulations and particularly in the handling of individual applications covering all broadcast services. He participated in the general allocation hearings of 1928, was chairman of the staff committee making recommendations to Congress in 1935 on allocation of radio facilities to non-profit organizations, handled much of the network investigation and participated actively in the clear channel, FM, and television proceedings.

Mrs. Hyde is the former Mary Henderson of Arimo, Idaho. They have three sons, Rosel Jr., 18, George Richard, 16, and William Henderson, 12, and a year-old daughter, Mary.

Time Extension

TIME for filing exceptions and requesting oral argument on FCC's proposed denial of Harold H. Thoms' application for a new 1-kw station at Durham, N. C., on 1580 kc was extended to April 15 by FCC Commissioner Clifford J. Durr in a motions hearing last Thursday. FCC proposed to deny the application on grounds that under NARBA the frequency is assigned to Canada as a Class I-A channel and that Canada's priority, even though it is now using the channel for a Class II station, must be respected [BROADCASTING, Mar. 4].

MANVILLE CHAIRMAN FOR VIDEO AWARDS

RICHARD MANVILLE, research consultant, is chairman of the American Television Society Awards Committee for 1945-46. Committee members are: Tom O'Neil, news manager of Press Assn., Philip Newson, radio and television editor of United Press Assn., and Robert Brown, radio and television editor of International News Service.

Fourteen tentative types of awards have been selected for the development of television commercially, for technical excellence in television production, for technical advancement in the science of television, for the most consistent effort in developing effective television commercials, for the best sports programming, for the best educational program, for the outstanding contribution to children's programming, for the outstanding news program, for the outstanding production, for the outstanding special events program, for the best performer (male), for the best performer (female), for the best director, a special award, the nature of which will be announced later. Awards will cover the period June 1, 1945-April 1, 1946.

NAB News Clinic

SOME 40 station news executives will attend the NAB Radio News Clinic for Iowa stations to be held March 22 at the Roosevelt Hotel, Cedar Rapids, Ia., with Buryl Lotridge, WOC Davenport, as chairman. Arthur C. Stringer, NAB director of promotion, will participate.

Programs

(*Continued from page 15*)

stations and newspapers. In order to keep our Government free of dictatorial policies, it is essential that freedom of speech be maintained in the field of radio. When a Government agency once is given the power to dictate the nature of programs, obviously the first step has been taken toward complete domination of all radio programs.

Highly Competitive

"Radio broadcasting is highly competitive. Naturally, if a station fails to meet the demands of the public, its revenue will fall off and, as with newspaper publications, the owner of the radio station will be forced to give the public the type of programs which will be acceptable.

"My answers to the three preceding questions are obviously in agreement with President Truman's comment that radio should be 'as free as the press.' I would definitely be opposed to any policy which would give the FCC veto power or dictatorial domination over the nature of radio programs."

Mr. Harless' sentiments were echoed by other Congressmen.

One Congressman said he had not had time to study the FCC proposals in detail. Generally, however, he said he was for "freedom of mind"—and speech, he added, was nothing more than "audible thought." He said he believed in a minimum of Government interference. His viewpoint seemed to be a representative one, among those who ventured comment.

Priest Comments

Rep. J. Percy Priest (D-Tenn.) observed: "I certainly don't think there was any intention of Congress that the FCC should control what the programs should be. Regulation to protect the public interest was the only control Congress had in mind. Licensees should have the maximum possible control over programs. I don't think we need any new system of regulations that restrict freedom of the air."

The following condemned the FCC report as an invasion of freedom when they answered BROADCASTING's queries: Sen. E. H. Moore (R-Okla.); Rep. B. Carroll Reece (R-Tenn.); Rep. Evan Howell (R-Ill.); Rep. Carl Hinshaw (R-Calif.); Rep. Lyle H. Boren (D-Okla.) Rep. Harris Ellsworth (R-Ore.). The latter is publisher of the *Roseburg* (Ore.) *News-Review*, licensee of KRNR Roseburg.

Most outspoken among the broadcasters, and stating opinion for publication that many other licensees offered "off the record," was Calvin J. Smith, manager of KFAC Los Angeles and a former member of the NAB Board. He said:

"I fail to find anything in the Communications Act that in my opinion permits the FCC either power or financial appropriation to delve into the field of program control. This so-called report is obviously a direct attempt at program control of American broadcasting by the FCC. If the American system of broadcasting is to continue, program control must be left entirely in the hands of the general public through their reaction to programs."

Seeing no such danger of Government usurpation, Harry Maizlish, general manager, KFWB Hollywood, stated: "It is quite evident that as a result of the FCC inquiry and controversy, the general public is going to benefit tremendously. No matter what the outcome, it will be responsible for reawakening in the minds of station managers their acknowledged responsibility in rendering full public service with their medium. They certainly realize that now. The majority of stations have done a wonderful job in this respect. Certainly each station manager realizing his responsibility can and will render best public service by studying his own situation and community with which he is so well acquainted."

Searle Opinion

Stating that he had no comment on individual Commission regulations, Don Searle, ABC western division vice president, declared: "Broadcasters generally would appreciate Congress clarifying the power of the FCC, and then let that body exercise its powers in the protection of the public."

W. L. Gleeson, president, Broadcasting Corp. of America, licensee of KPRO Riverside, observed: "While the Communications Act does not give the FCC authority to regulate programs, in like manner it does not give a broadcaster license to operate his radio station 100 per cent commercially solely to create wealth for his own personal use. The broadcasters therefore must voluntarily endeavor to improve the quality of public service programs on their stations through investing money in training for radio the talent available." When broadcasters do this, and employ station sustaining time for public service features, Mr. Gleeson elaborated, "I am sure the FCC will be so pleased that they will not find it necessary to engage in program fishing expeditions among station license holders."

Atlass Not 'Alarmed'

"Nothing to get alarmed about," was the comment of Leslie Atlass, vice president and general manager of WBBM-CBS. "The FCC," he qualified, "apparently wants to know what its licensees are doing in the public necessity. Simply submitting a station log doesn't tell the Commission much. Is there anything wrong in wanting to know if broadcasters live up to their promises?"

Harry Kopf, vice president and general manager of the NBC Chicago station said the FCC report would be discussed in full by Niles Trammel, network president, at a network conference in Chicago March 23. It was learned that, at this time, Mr. Trammel believes his network should not concern itself in the controversy.

Glenn Snyder, general manager, WLS Chicago, says the FCC "undoubtedly" had some basis in fact for its contentions. He did not care to comment "at this time" on what effect it might have on broadcasting.

Agencies Indifferent

Agency executives polled from coast to coast expressed general indifference on the subject, feeling that programming and public service are matters for individual stations to determine.

There were few who questioned that the issuance of the report was a victory for Comr. Clifford J. Durr. Mr. Durr's unrelenting interest in programming matters has been evident in questions he has been asking at hearings for several months.

It is generally conceded that he had much to do with the retention of Charles I. Siepmann. Formerly a program director of the BBC, Mr. Siepmann was retained at $8000 a year ostensibly to "develop a study of the philosophy of radio regulation." He spent most of his time in developing the pattern for this report. [BROADCASTING, July 30, 1945].

Mr. Siepmann's efforts in writing the report were taken over by Dr. Charles S. Hyneman upon the dissolution of the FCC Foreign Broadcast Intelligence Service [BROADCASTING, August 27, 1945]. Dr. Hyneman had succeeded to the FBIS directorship when Dr. Robert D. Leigh, its wartime chief, left the Government to become director of the Henry Luce-financed Committee on Freedom of the Press.

Dr. Hyneman, as his predecessor, is an educator with a long and distinguished academic background. He has specialized in political science. He has had no practical broadcasting experience. As chief of the FBIS, he supervised a group of translators and analysts who

(*Continued on page 102*)

Amateur Bands

ASSIGNMENT of three additional frequency bands for amateur use was announced by the FCC last Wednesday. The 3700-4000 kc band, first one below 25 mc to be made available for amateurs since they were reactivated last year, will be available for amateur stations within continental U. S. at 3 a.m. EST April 1, but the assignment is subject to FCC's ultimate decision in the pending reallocation proceeding. The two other bands, 235-240 mc and 27.185-27.455 mc, are available immediately in the U. S. and its territories and possessions. Emissions that may be employed and limitations on use of the bands were specified by the Commission.

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BILL AFFECTING FCC PROCEDURE PASSED

A BILL to standardize administrative procedure before Government agencies, including the FCC, was passed last week by the Senate. Titled "Administrative Procedure Act," the measure (S-7) was a revised version of a bill presented a year ago by Sen. Pat McCarran (D-Nev.), chairman of the Judiciary Committee.

Sen. McCarran said the bill (1) provides that agencies must issue as rules certain specified information as to their organization and procedure, and also make available other materials of administrative law; (2) states the essentials of the several forms of administrative proceedings and the limitations on administrative powers; (3) provides in more detail the requirements for administrative proceedings and the limitations on administrative powers; (4) sets forth a simplified statement of judicial review designed to afford a remedy for every legal wrong.

Members of the Federal Communications Bar Assn. supported the measure, a culmination of 10 years' efforts in both Houses of Congress to standardize legal procedure before the various Government agencies and commissions.

IBEW - IATSE Dispute Stops CBS Video Show

JURISDICTIONAL dispute between the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employes, which in January [BROADCASTING, Jan. 19] blocked a CBS camera crew from filming a March of Dimes ceremony for telecasting on WCBW New York, broke out again March 9 to halt the filming of a movie short of the Borden Co. *Country Fair* program on CBS.

CBS technicians belong to IBEW, movie company cameramen to IATSE. At the March of Dimes affair, the IATSE members refused to work with the IBEW crew.

Programs

(*Continued from page 101*)

would digest incoming propaganda broadcasts from enemy nations during the war.

At the present time, he is occupying the old office of Charles R. Denny at the Commission. Mr. Denny, as acting chairman, has moved into the quarters vacated by OPA Chief Paul A. Porter.

Dr. Hyneman is paid $9800 a year. It is interesting to note, in view of the stress placed on "commercialism" in the report, that the average broadcasting station general manager was paid $8286.72 during 1945.

It is understood that Dr. Hyneman, who bears the title of assistant to the chairman, is now organizing a staff to review the new program forms after they have been executed by licensees.

P. S.

INTO CBS playhouse 4 in New York filed 45 musicians, a crew of recording engineers from Columbia Recording Corp., a contingent of directors and producers from BBDO. Result: some one-minute and 15-second spots for Cresta Blanca Wines. Postscript . . . client has not definitely decided on campaign.

AUDITION SYSTEM IS REVISED BY NBC

SWEEPING revision of NBC Central Division's audition system as a result of plans announced last month by C. L. Menser, NBC vice president in charge of programs, New York, will go into effect this week.

Jules Herbuveaux, Central Division program manager, and Art Jacobson, Central Division production manager, said both individual talent and programs will be screened on a transcription basis in three stages, (1) general audition, (2) special audition, (3) show audition.

Arrangements have been made with AFRA's Chicago local to waive audition fees for talent to be cast in the half-hour audition programs, Mr. Jacobson said.

RKO VIDEO FILMS ARE SHOWN TO ATS

TWO 10-MINUTE films made by RKO Television Corp. for telecasts were shown to members of the American Television Society at a Thursday night meeting in the Barbizon Plaza Hotel, New York.

One of the films was a quiz, "Do You Know?", designed for participation by the home televiewer, and the other was "Ten Years Ago This Week," featuring newsreel highlights of 10-year-old events. Ralph K. Austrian, RKO Television Corp. president, said that the two films could be made into an indefinite series and become a profitable program for local telestations.

Other films were also shown ATS members, one compiled by NBC and showing actual production of live and filmed teleshows including the Lincoln's Birthday Washington-New York telecast. Reynold Kraft, director of television sales of NBC's telestation, WNBT New York, explained the potential commercial worth of television. He showed the audience films of current NBC television commercials.

Goldsmith Joins Seeds

HARRY B. GOLDSMITH Jr., vice president of Grove Labs., St. Louis, in charge of advertising, on April 1 joins Russell M. Seeds Co., Chicago, as vice president and contact on Groves account handled by that agency.

United Nations Plans Station With Audio and Video Facilities

UNITED NATIONS will eventually establish its own radio center, but it will not be used to compete with existing broadcasting organizations or news services, Benjamin Cohen of Chile, assistant secretary general of United Nations in charge of public information, said Tuesday at a radio and press conference at UN headquarters in New York, shortly after his arrival from London.

Major function of the UN station, which presumably will comprise a number of transmitters beamed at various foreign pick-up points, will be the transmission of straight UN news material, full texts of speeches at the various sessions and the like, Mr. Cohen said, stressing the fact that the organization will not broadcast any commentary or editorial opinion on the proceedings.

Mr. Cohen stated that all UN meetings are open to radio and press reporters except when for special reasons the majority of the delegates may vote for secret sessions.

The London meeting of the UN Security Council, Mr. Cohen said, was broadcast in its entirety by the BBC foreign service, in both English and French.

Assisting Mr. Cohen as chief of the press and radio division is George Barnes, on loan to UN from the State Dept. A Washington correspondent for several years, Mr. Barnes in 1934 joined the Department of Agriculture as director of information for the Soil Conservation Service.

Director of radio under Mr. Barnes is Hugh Williams, a New Zealander who served for six years with the BBC, where he was manager of the French service during the wartime period. In October 1945 he joined the United Nations staff in London. H. E. Fritch, a former New York newspaperman, is director of press.

Facilities

Individual booths have been allocated to each of the major American networks, to the OIC, BBC and CBC, with three booths to be shared by independent New York broadcasters.

In addition, a television booth is being prepared, with room for two video cameras and a 16 mm film camera.

NBC and RCA will install eight video receivers in the press overflow room where those reporters who are unable to get into the council meeting because of lack of room will be able to watch the proceedings on the video screens.

ACTIONS OF THE FCC

MARCH 8 to MARCH 14

Decisions . . .

MARCH 8

920 kc

WGST Atlanta—Granted CP and license to cover same for main and auxiliary transmitters to operate 920 kc 1 kw night 5 kw-LS unlimited, and authority to determine operating power by direct measurement.

1270 kc-1320 kc

Peoples Bcstg. Co., Lancaster, Pa.; Lester P. Etter & H. Raymond Stadiem, d/b as Lebanon Bcstg. Co., Lebanon, Pa.—Granted petition of Peoples Bcstg. Co. requesting that 1320 kc be assigned Lebanon Bcstg. Co., and that the Commission reconsider and grant application of Peoples Bcstg. Co. Commission ordered application of Peoples Bcstg. Co. for new station 1270 kc 1 kw daytime be granted. Further ordered application of Lebanon Bcstg. Co. for new station in Lebanon on 1320 kc 1 kw daytime, be granted conditionally subject to filing of amendment by this applicant specifying use of 1320 kc, and indicating its assent to such grant and also subject to approval of proposed antenna location by CAA.

1110 kc

Bay City Bcstg. Co., Bay City, Tex.—Granted CP new station 1110 kc 1 kw daytime.

1340 kc

Diamond State Broadcast Corp., Dover, Del.—Denied petition requesting leave to amend application, cancel hearing, remove from hearing docket and grant application as amended (to operate on 1340 kc 100 w unlimited) without hearing.

1340 kc

Joseph T. Connolly, George Lewis & David P. Gullettee, Williamsport, Pa.—Designated for hearing in consolidated proceeding with application of Penn Lincoln Bcstg. Co. Connolly, Lewis & Gullette asking new station 1340 kc 250 w unlimited.

1230 kc

Penn Lincoln Bestg. Co., Williamsport, Pa.—Designated for consolidated hearing with above application. Penn Lincoln seeking new station 1230 kc 250 w unlimited.

810 kc

KTBI Tacoma, Wash.—Granted petition to reconsider and grant application as amended, and granted CP for change from 1490 kc 250 w to 810 kc 1 kw daytime only; site to be determined.

1520 kc

Calumet Bcstg. Corp., Hammond, Ind.—Announced final decision denying application for CP new station 1520 kc 5 kw daytime.

Redwood Bcstg. Co. Inc. (KIEM), Eureka, Calif.—Granted conditional CP new metropolitan FM station.

American Bcstg. Co. Inc. (KGO), San Francisco—Granted conditional CP new metropolitan FM station.

The Metropolis Co. (WJHP), Jacksonville, Fla.—Granted conditional CP new metropolitan FM station.

Winona Radio Service (KWNO), Winona, Minn.—Granted conditional CP new metropolitan, possibly rural, FM station.

KCMO Bcstg. Co. (KCMO), Kansas City—Granted conditional CP new metropolitan FM station.

WKST Inc. (WKST), New Castle, Pa.—Granted conditional CP new metropolitan FM station.

Observer Publishing Co., Washington, Pa.—Granted conditional CP new metropolitan FM station.

MARCH 8
ACTION ON MOTIONS

By Comr. Durr

Maryland Bcstg. Co., Baltimore—Granted petition to dismiss without prejudice its application for a new television station.

The Crosley Corp., Washington, D. C.—Granted petition to dismiss without prejudice its application for a new FM station.

Mt. Vernon Radio and Television Co., Mt. Vernon, Ill.—Granted petition for leave to intervene in the hearing on application of Southern Ill. Broadcasting Co., for a new station in Centralia, Ill.

KFSD San Diego, Calif.—Granted petition to intervene in the hearing on applications of KFXM San Bernardino, and the San Bernardino Bcstg. Co., scheduled for March 18-23.

Robert Lex Easley, Laurens, S. C.—Granted petition to dismiss without prejudice application for a new station.

Eleanor Patterson, tr/as The Times Herald, Washington, D. C.—Granted motion to dismiss without prejudice application for new FM station.

KFYR Bismarck, N. D.—Granted petition for leave to intervene in the hearing on application of KOAC Corvallis, Ore., for modification of license.

Metropolitan Bcstg. Corp., Washington, D. C.—Granted motion to amend application for a new FM station, so as to increase capital stock, show revised engineering data, etc.

WTMA Charleston, S. C.—Granted petition requesting a two-week extension of time within which to file the proposed findings in re Docket 6975, and the time for filing same was extended to March 27, in Docket 6975 and Docket 6974, WSAV Inc., Savannah, the other applicant in this proceeding.

Raytheon Mfg. Co., Watham, Mass.—Granted motion for leave to amend its application for a new FM station so as to show revised financial data, etc.

WNBH New Bedford, Mass.—Granted petition for leave to intervene in the hearing on applications of Atlantic Radio Corp., Boston, and Station WDEV Waterbury, Vt., requesting use of 550 kc, presently being heard in Washington.

FM Development Foundation, Vienna, Va.—Granted petition to dismiss without prejudice application for a new FM station.

Potomac Cooperative Fed. Inc., Washington, D. C.—Granted petition for leave to amend application for a new FM station, to change name of applicant from Potomac Cooperative Federation Inc. to Potomac Broadcasting Cooperative Inc., to complete financial arrangements in re application, etc.

Chesapeake Bcstg. Co., Washington, D. C.—Granted petition for leave to amend application for FM station, so as to include complete engineering data, etc.

Cowles Bcstg. Co., Washington, D. C.—Granted leave to amend application for FM station so as to set out in full the engineering data required.

KWFT Wichita Falls, Tex.—Granted petition insofar as it requests leave to amend its application so as to specify a revised DA array; denied petition insofar as it requests grant of application without hearing; and/or revision of the issues in the consolidated hearing re 620 kc by eliminating engineering issues; and/or postponement of consolidated hearing re 620 kc scheduled for March 8.

By Comr. Wakefield

Central Bcstg. Co., Madison, Wis.—Granted petition requesting leave to amend application for CP so as to change nighttime power from 500 watts to 1 kw; make changes in DA, etc.

MARCH 12

WMT Cedar Rapids, Iowa—Granted license to cover CP which authorized installation of a new transmitter.

KFSD San Diego, Calif.—Granted license to cover CP which authorized installation of a new transmitter.

KHON Honolulu, T. H.—Granted modification of CP which authorized a new station, for changes in transmitting equipment, approval of antenna, and approval of transmitter and studio locations at 1810 Mahanoe, Honolulu.

WHK Cleveland, Ohio—Granted authority to determine operating power by direct measurement of antenna power.

WRDW Augusta, Ga.—Same.

KFYR Mismarck, N. D.—Granted CP to install a new transmitter.

WPIK Alexandria, Va.—Granted license to cover CP which authorized a new station to operate on 730 kc 250 w daytime; also authority to determine operating power by direct measurement of antenna power. The licensee hereunder is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

KGVL Greenville, Tex.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location at 2.2 mi. north of Hunt County Courthouse on west side of Highway 34, Greenville, and to specify studio location at Suite 444, Graham Fagg Bldg., Greenville. The permittee is granted a waiver of Sec. 3.60 of the Commission's rules; conditions.

W2XDK Brooklyn, N. Y.—Granted modification of CP for new experimental television broadcast station, for extension of completion date July 1, 1946.

Marcus Loew Booking Agency, Washington, D. C.—Granted petition for leave to amend its application for an FM CP so as to specify a new transmitter site; a revised antenna system; new equipment; revised engineering data on coverage, etc. and the amendment was accepted.

MARCH 13
ACTIONS ON MOTIONS

Arkansas-Okla. Bcstg. Corp., Ft. Smith, Ark.; Donald W. Reynolds, Ft. Smith—Ordered that the record in this proceeding be reopened, and that a further hearing be held on the following issue: "To obtain full information to determine whether Donald W. Reynolds or any newspaper owned or controlled by him was engaged in practices designed to substantially lessen competition and tending to create a monopoly in the newspaper advertising business in the City of Ft. Smith; and to determine what bearing such information may have on the qualifications of Donald W. Reynolds to be the licensee of a radio broadcasting station." (Action taken March 7.)

Richard T. Sampson, Oceanside, Calif.—Upon consideration of petition of Richard T. Sampson to amend application for CP, it was ordered the petition be considered as a petition for dismissal without prejudice, pursuant to the Commission's January 5, 1946 public notice, and the Commission dismissed application without prejudice to the right of applicant to request reinstatement upon the filing of a proper petition, accompanied by the amendment necessary to complete the application. (Action taken March 6.)

By Comr. Durr on March 12

Everett L. Dillard, tr/as Commercial Radio Eqpt. Co., Washington, D. C.—Granted petition for leave to amend application for an FM CP so as to specify a transmitter site; supply complete engineering data, etc., and the amendment was accepted.

Theodore Granik, Washington, D. C.—Granted petition for leave to amend his application for an FM CP, so as to add to the application an engineering affidavit which incorporates into the application by reference, except as to requested frequency, the engineering study accompanying the application of Potomac Broadcasting Cooperative Inc., and the amendment was accepted.

MARCH 13

1490 kc

Douglas L. Craddock, Leaksville, N. C.—Granted CP new station 1490 kc 100 w unlimited.

1400 kc

Fox Bcstg. Co., Alexandria, La.—Granted CP new station 1400 kc 250 w unlimited.

1340 kc

Andalusia Bcstg. Co. Inc., Andalusia, Ala.—Granted CP new station 1340 kc 250 w unlimited.

1490 kc

C. R. Bellatti, Stillwater, Okla.—Designated for hearing application for a new station 1490 kc 250 w unlimited.

WCAX Bcstg. Corp., Burlington, Vt.—Adopted order granting request that WCAX Bcstg. Corp. be relieved of the requirement that it file proposed findings in the proceeding on its application without affecting its right to except to findings filed by other parties and to participate in any oral argument or other further proceedings which may be directed.

KNOW Austin, Tex.; WACO Waco, Tex.—Placed in the pending file application for consent to transfer control of Frontier Bcstg. Co. from E. S. Fentress and Charles E. Marsh to C. C. Woodson and Wendell Mayes, awaiting adoption of rules as indicated in the Crosley decision, or until applicant elects to follow procedure outlined in public notice of October 3, 1945.

The Independent School Dist. of The City of El Paso, Texas, El Paso, Tex.—Granted CP new noncommercial educational broadcast station; frequencies to be assigned by the Commission's chief engineer; power 2.15 kw, subject to approval of transmitter, frequency and modulation monitors and antenna details.

Sacramento City Unified School District, Sacramento, Calif.—Granted CP new noncommercial educational FM station; frequencies to be assigned by the Commission's chief engineer; power 0.37 kw, subject to Commission approval of transmitter, antenna, frequency and

(Continued on page 104)

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WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 103)

modulation monitors; site subject to CAA approval.

Kans. State College of Agr. and Applied Science, Manhattan, Kan.—Granted CP new experimental television broadcast station; frequencies that may be assigned by the Commission's chief engineer from time to time; power: Aural 200 w; visual 400 w (peak); A5 and special emission for frequency modulation.

WKBK Chicago—Granted renewal of commercial television broadcast station license for the period ending Feb. 1, 1947, subject to changes in frequency assignment which may result from proceedings in Docket 6651.

WCBW New York City—Same.
WABD New York City—Same.
WRGB Schenectady, N. Y.—Same.

W9XZN Chicago—Granted authority to delete all records relative to authorization for a new developmental broadcast station granted Sept. 25, 1945, cancel authorization and delete call letters.

KTOK Oklahoma City, Okla.—Granted consent to voluntary assignment of license of station KTOK from O. L. Taylor to KTOK Inc., a newly formed corporation whose outstanding capital stock will be owned 100 per cent by assignor, O. L. Taylor.

Rahall Bcstg. Co. Inc., Norristown, Pa.—Granted application CP new station to operate on 1110 kc 500 w daytime, on condition that permittee accept interference condition which may result if application of The Bethlehem Globe Publishing Co. is subsequently granted.

MARCH 14
ACTIONS ON MOTIONS
By Comr. Durr

WJR, The Goodwill Station Inc., Detroit—Granted petition to dismiss without prejudice its application for a new television station.

The WGAR Bcstg. Co., Cleveland—Granted petition to dismiss without prejudice its application for a commercial television station.

Telegram Publishing Co., Salt Lake City, Utah—Granted petition for leave to amend its application so as to specify frequency 1230 instead of 1490 kc; change exhibits, etc. The amendment was accepted and application removed from hearing docket.

The Yankee Network Inc., Providence, R. I.—Granted motion to dismiss without prejudice its application for a new television station.

WADC Allen T. Simmons, Tallmadge, Ohio; The WGAR Bcstg. Co., Cleveland—Granted motion to continue hearing now scheduled for March 25 to April 24, 1946.

Fetzer Bcstg. Co., Grand Rapids, Mich.—Granted motion to take depositions in re its application for a new station; exceptions noted by Ashbacker Radio Corp.

WSAY Rochester, N. Y.—Dismissed petition of WSAY for leave to intervene in the hearing on application of WHEC Inc. This petition was rendered moot by Commission's action on March 6 in granting WHEC's application, subject to condition they shall make satisfactory adjustment of any adverse effect on WSAY antenna system.

The Berkshire Bcstg. Corp., Danbury, Conn.—Granted petition for leave to amend its application for a new station, so as to show changes in stock distribution; changes in transmitter site, etc.

WCAE Inc., Pittsburgh, Pa.—Granted petition for waiver of Sec. 1.384 of the Commission's rules, and accepted petitioner's written appearance late, in re application.

Columbia Bcstg. System Inc., Boston—Granted motion requesting leave to amend its application for a new FM station, so as to show revised information as to officers, etc., and the amendment was accepted.

The Associated Broadcasters Inc., San Francisco—Granted motion for waiver of Sec. 1.384 of the Commission's Rules and accepted late the written appearance of movant.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition (1) for leave to amend application for new station, so as to specify new transmitter site, etc.; (2) to reopen the record in this matter, and (3) scheduled a further hearing for April 16, for the purpose only of adducing testimony as to applicant's new transmitter site and the new engineering data as shown in amendment which was accepted.

Midwest Bcstg. Co., Milwaukee—Granted petition for leave to amend its application for a new station, so as to show substitution of R. C. Borchert as stockholder and director of applicant corporation in place of Herbert S. Uihlein, etc., and the amendment was accepted.

Harold H. Thoms, Durham, N. C.—Granted motion for extension of time in which to file exceptions and request oral argument in re his application; and the time within which exceptions may be filed and oral argument requested was extended to April 15.

Ventura Broadcasters Inc., Ventura, Cal.—Granted petition for leave to take depositions in re petitioner's application and the application of Coast Ventura Inc.

WCBM Baltimore, Md.; The Capital Bcstg. Co., Annapolis, Md.—Granted motion of WCBM for a 30-day continuance of hearing in re their applications, and the hearing was continued to April 17.

Fort Orange Bcstg. Co. Inc., Albany, N. Y.—Granted petition for a further continuance of hearing in re petitioner's application and that of Albany Bcstg. Co. Inc. and Van Curler Bcstg. Corp., and continued the hearing to May 13.

Diamond State Broadcast Corp., Dover, Del.—Ordered that the motion filed by Diamond State Broadcast Corp. for continuance of hearing on its application be considered as a petition for dismissal without prejudice, pursuant to the Commission's January 5, 1946, public notice; and the application was dismissed without prejudice to the right of applicant to request reinstatement upon the filing of a proper petition, accompanied by such amendments as movant may desire to file.

Nevada Radio and Television Co., Reno, Nev.—Granted motion for dismissal without prejudice of its application for CP, and the application for a new station was dismissed without prejudice, subject to the right of petitioner to request reinstatement of its application pursuant to the Commission's January 5, 1946 public notice.

Richard T. Sampson, Oceanside, Calif.—Upon consideration of a petition of Richard T. Sampson to amend his application, the Commission ordered that this petition be considered as a petition for dismissal without prejudice of application pursuant to the Commission's January 5, 1946 public notice; and the application was dismissed without prejudice to the right of applicant to request reinstatement upon the filing of a proper petition, accompanied by the amendment necessary to complete the application.

KPLC Lake Charles, La.—Granted petition requesting permission for Vance Plauche, an attorney of the Bar of the State of La., to appear specially on behalf of petitioner in the deposition proceeding to be held in Lake Charles on March 11.

MARCH 14

680-690 kc

United Bcstg. Co. Inc., Silver Spring, Md.; The Tower Realty Co., Baltimore, Md.—Adopted orders designating for hearing in a consolidated proceeding the application of United Bcstg. Co. Inc., 690 kc 1 kw limited time, with application of The Tower Realty Co., 680 kc 5 kw unlimited time; and granted petition of WPTF that they be made a party to this proceeding.

1340 kc

Paris Bcstg. Co., Paris, Tenn.; Kentucky Lake Bcstg. System Inc., Paris, Tenn.—Adopted orders granting petition to Paris Bcstg. Co. that its application be designated for hearing in consolidation with application of Kentucky Lake Bcstg. System Inc., both requesting 1340 kc 250 w unlimited time.

1450 kc

Gonzales Bcstg. Co., Gonzales, Tex.; Taylor Bcstg. Co., Taylor, Tex.—Adopted orders granting petitions of Gonzales Bcstg. Co. and Taylor Bcstg. Co. requesting that their applications for new stations to use frequency 1450 kc 250 w unlimited time at their respective locations, be designated for hearing in the consolidated proceedings heretofore scheduled on the applications of Thomas G. Harris, trustee for Coleman Gay, et al, Austin, Tex.; Chas. W. Balthrope, San Antonio, and Express Publishing Co., San Antonio, and the Commission further ordered that the bills of particulars heretofore issued in these proceedings be amended to include the Gonzales and Taylor applications.

1080 kc

WIBC Indianapolis, Ind.—Adopted an order granting petition of WIBC that its application for a CP to increase power from 5 to 50 kw, be designated for hearing in a consolidated proceeding with applications of Mid-America Bcstg. Corp., & Ky. Bcstg. Corp. Inc. WINN, both requesting frequency 1080 kc with 1 kw night 5 kw day, DA, unlimited time, at Louisville; further ordered that application of WIBC be designated for hearing in a consolidated proceeding with the above applications and that the bills of particulars heretofore issued in these proceedings be amended to include application of WIBC.

1490 kc

Ogden Bcstg. Co. Inc., Ogden, Utah—Adopted order granting petition of Ogden Bcstg. Co. Inc., requesting that its application for a new station to operate on 1490 kc 250 w unlimited be designated for hearing in a consolidated proceeding with applications of United Bcstg. Co., Ogden; Telegram Publishing Co., Salt Lake City, and James B. Littlejohn, Ogden, all requesting 1490 kc 250 w unlimited; further ordered the application of Ogden Bcstg. Co. designated in a consolidated proceeding with above applications, and that the bills of particulars previously issued in these proceedings be amended to include the application of Ogden Bcstg. Co. Inc.

1590 kc

Caprock Bcstg. Co., Lubbock, Tex.; KVGB Great Bend, Kan.—Adopted an order designating for hearing the application of Caprock Bcstg. Co. in a consolidated proceeding with the application of KVGB Great Bend, Kan., to increase power from 250 w to 1 kw and change frequency from 1400 to 1590 kc.

1450 kc

Redege Bcstg. Co., a partnership, Hendersonville, N. C.; Radio Asheville Inc., Asheville, N. C.—Adopted order granting petition of Redege Bcstg. Co. requesting that its application 1450 kc 250 w unlimited be designated for hearing in consolidation with application of Radio Asheville Inc., requesting the same facilities; and further ordered these applications designated in a consolidated proceeding.

1420 kc

KNOW Austin, Tex.; Thomas G. Harris, Austin, Tex.—Adopted an order designating for hearing application of KNOW to change frequency from 1490 to 1420 kc, increase power from 250 w to 1 kw 5 kw-LS, install DA for night use, unlimited time, in consolidation with applications of Thomas G. Harris, Charles W. Balthrope and Express Publishing Co., requesting the same facilities in San Antonio, and that the bills of particulars previously issued be

Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions.

That reason is best expressed by describing Robbins' premiums as "customer-built". For Robbins' premiums are **not** mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a **specific** job for a specific company.

It is this combination of knowing **what** market to reach, and **how** to reach it most effectively, that produces ideas which spark premium campaigns to new highs—a policy which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

amended to include application of KNOW.

1230 kc

WEST Associated Broadcasters Inc., Easton Pa.; Easton Publishing Co., Easton, Pa.; Lewis Windmuller, Allentown, Pa.; Steel City Bcstg. Co. of Bethlehem Inc., Allentown, Pa.—Adopted an order designating for hearing application of WEST to change frequency from 1400 to 1230 kc, operating with 250 w unlimited, in a consolidated proceeding with the applications of Easton Pub. Co., Lewis Windmuller and Steel City Bcstg. Co. of Bethlehem Inc., heretofore designated for hearing in a consolidated proceeding; ordered the WEST application designated in this consolidated proceeding, and that the bills of particulars heretofore issued in these proceedings be amended to include WEST's application.

1300 kc

Newnan Bcstg. Co., Newnan, Ga.; Volunteer State Bcstg. Co. Inc., Nashville, Tenn.—Adopted an order designating for hearing application of Newnan Bcstg. Co. for a new station to operate on 1300 kc 1 kw unlimited time, DA-night, in consolidation with application of Volunteer State Bcstg. Co. Inc., Nashville, to use 1300 kc 5 kw unlimited time, DA-night.

570-590 kc

KMTR Los Angeles—Adopted an order granting petition of KMTR requesting that its application to increase power from 1 to 5 kw-D and 1 kw-N, unlimited time on its present frequency 570 kc, be designated for hearing with six applications, all requesting use of frequency 590 kc at their respective locations; further ordered KMTR's application be designated for hearing in a consolidated proceeding with these applications, and that the bills of particulars heretofore issued in these proceedings be amended to include the KMTR application.

Applications . . .

MARCH 8

740 kc

Angel Ramos & Jose Coll Vidal, a partnership d/b as El Mundo Bcstg. Co., San Juan, P. R.—CP new station 740 kc 10 kw unlimited, directional antenna.

1280 kc

Caribbean Bcstg. Corp., Areicobo, P. R.—CP new station 1280 kc 1 kw unlimited.

1400 kc

Billy Averitte Laurie, Jacksonville, Tex.—CP new station 1400 kc 100 w unlimited.

1400 kc

Sierra Bcstg. Service, a partnership of Leonard R. Trainer & Reginald H. Shirk, Hot Springs, N. M.—CP new station 1400 kc 250 w unlimited.

Applications Received and Returned:

W9XMT Indianapolis, Ind.—Modification of CP, which authorized experimental television station, for extension of completion date to Sept. 16, 1946.

R. H. Burton, President of Southwestern Institute of Technology, Weatherford, Okla.—CP new non-commercial educational station 42.5 mc 1 kw.

Applications Tendered for Filing:

1450 kc

Taylor Bcstg. Co., Taylor, Tex.—CP new station 1450 kc 250 w unlimited.

1060 kc

John H. Schultz, Marshall True, Paul A. Wnorowski, Marvin M. Mollring, & John W. Lewis Jr., a partnership d/b as WBEL Bcstg. Co., Belleville, Ill.—CP new station 1060 kc 250 w daytime.

1230 kc

Idaho Falls Bcstg. Co., Idaho Falls, Ida.—CP new station 1230 kc 250 w unlimited.

1400 kc

Arizona Radio & Television Inc., Mesa, Ariz.—CP new station 1400 kc 250 w unlimited.

570 kc

KMTR Los Angeles—CP change from 1 kw day and night to 1 kw night and 5 kw day, change transmitter and transmitter site.

1310 kc

KFBB Great Falls, Mont.—Transfer control of licensee from F. A. Buttrey to Fred Birch.

970 kc

KGVO Missoula, Mont.—Change in frequency from 1290 kc to 970 kc, increase from 5 kw day 1 kw night to 5 kw day and night, install new transmitter and directional antenna for night use and change transmitter location.

Hearings This Week

MONDAY, MARCH 18
Consolidated Hearing, 10 a.m.
Washington, D. C.

KSUB Cedar City, Utah—CP 590 kc 250 w night 1 kw day; **San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.**—CP new station 590 kc 1 kw unlimited, directional antenna night and day; **KFXM San Bernardino**—CP 590 kc 1 kw unlimited, directional antenna night; **The Star Bcstg. Co. Inc., Pueblo, Col.**—CP new station 590 kc 1 kw unlimited, directional antenna night. (KFXM San Bernardino & KMTR Los Angeles—Intervenors.)

MARCH 18, 19 & 20
10 a.m., City Hall
Danbury, Conn.

The Torrington Bcstg. Co. Inc., Torrington, Conn.—CP new station 1490 kc 250 w unlimited; **Murray L. Grossman tr/as The Danbury Bcstg. Co., Danbury**—CP new station 1490 kc 250 w unlimited; **The Berkshire Bcstg. Corp., Danbury**—CP new station 1490 kc 250 w unlimited; **Frank Parker, Danbury**—CP new station 1490 kc 100 w unlimited.

FRIDAY, MARCH 22
10 a.m., Sandusky, Ohio
Before Comr. Wakefield

The Sandusky Bcstg. Co., Sandusky; Lake Erie Bcstg. Co., Sandusky; The Bay Bcstg. Co., Sandusky—All seeking CP new station 1450 kc 250 w unlimited.

FRIDAY, MARCH 22
10 a.m., Altoona, Pa.
Before David H. Dibler

Altoona Bcstg. Co., Altoona; Thompson Bcstg. Co., Altoona—Both seeking CP new station 1240 kc 250 w unlimited.

FRIDAY, MARCH 22
10 a.m., Little Rock, Ark.
Before Comr. Walker

Arkansas Democrat Co., Little Rock, Ark.; Radio Engineering Service, Pine Bluff, Ark.—Both seeking CP new station 1400 kc 250 w unlimited.

MARCH 11

1490 kc

Mitchell C. Tackley tr/as North Country Bcstg. Co., Malone, N. Y.—CP new station 1490 kc 250 w unlimited.

1490 kc

The Yankee Network Inc., Portland, Me.—CP new station 1490 kc 250 w unlimited.

WIXHR Cambridge, Mass.—License to cover CP as modified for new developmental station.

1490 kc

Crawford County Bcstg. Corp., Meadville, Pa.—CP new station 1490 kc 250 w unlimited.

WLEU Bcstg. Corp., Erie, Pa.—CP new metropolitan FM station on frequency to be determined by FCC and coverage 5,450 sq. mi.

1450 kc

Richard E. Adams, James H. Shoemaker & Albert A. Anderson, d/b as Coastal Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w unlimited.

1470 kc

Civic Bcstg. Corp., Anderson, Ind.—CP new station 1470 kc 1 kw daytime (call "WCBC" reserved).

WHBY Inc., Green Bay, Wis.—CP new metropolitan FM station on 92-106 mc band and coverage of 6,941 sq. mi.

1340 kc

Yellowstone Amusement Co., Livingston, Mont.—CP new station 1340 kc 250 w unlimited (call "KPRK" reserved).

1150 kc

KFJI Klamath Falls, Ore.—CP change from 1240 to 1150 kc, increase from 100 w to 1 kw, install new transmitter and directional antenna for night use, change transmitter location.

Edwin C. Kelly, David R. McKinley & Vernon Hansen, d/b as Central Valleys Bcstg. Co., Sacramento, Calif.—CP new metropolitan FM station on frequency to be assigned by FCC and coverage of 9,870 sq. mi.

Twin City Bcstg. Corp., Longview, Wash.—CP new community FM station on channel 282.

Applications Received and Returned:

The Ohio Council of Farm Cooperatives, Columbus, O.—Four applications for CPs for new FM stations.

Applications Tendered for Filing:

Glacus G. Merrill & Andrew H. Kolvan, a partnership d/b as Mountain State Bcstg. Co., Clarksburg, Va.—CP new station 1340 kc 250 w unlimited.

1100 kc

Louis P. Myers & Gertrude Jo Myers, d/b as Howdy Folks Broadcasters, Tulsa, Okla.—CP new station 1100 kc 5 kw daytime.

1240 kc

Havre Broadcasters, Havre, Mont.—CP new station 1240 kc 250 w unlimited.

1490 kc

Walla Walla Bcstg. Co., Walla Walla, Wash.—CP new station 1490 kc 250 w unlimited.

MARCH 13

Brattleboro Publishing Co., Brattleboro, Vt.—CP new community FM station on frequency to be determined by chief engineer of FCC.

630 kc

WLAP Lexington, Ky.—CP change from 1450 to 630 kc, increase power from 250 w day and night to 5 kw day 1 kw night, install new transmitter and directional antenna for day and night use—amended to change transmitter location and make changes in directional antenna for day and night use.

Portsmouth Star Publishing Corp., Portsmouth, Va.—CP new metropolitan FM station on channel 263, coverage 4,763 sq. mi.

1230 kc

E. T. Wright, Orlando, Fla.—CP new station 950 kc 1 kw, directional antenna night, unlimited hours—amended to change from 950 kc to 1230 kc, power from 1 kw to 250 w, change type of transmitter and antenna, change transmitter location (contingent on grant of WLOF).

Burlington Graham Bcstg. Co., Burlington, N. C.—CP new metropolitan FM station on channel 267, or as assigned by FCC and coverage of 4,352.-96 sq. mi. or as assigned by FCC.

R. F. Story & Bennett Story, d/b as Democrat Printing Co., Durant, Okla.—CP new metropolitan FM station on 92.1 mc to 103.9 mc band as selected by chief engineer of FCC and coverage of 7,700 sq. mi.

J. K. Patrick, Earl B. Braswell, Tate Wright & C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—CP new metropolitan FM station on 42.5 mc and coverage of 40 sq. mi.—amended to change frequency to channel 223, coverage to 5,538.9 sq. mi., specify population and studio and transmitter locations and antenna system, change type of transmitter and specify type of station as metropolitan.

"IT'S SM 4 TO 1"

Sales Management is quoted as an authority for market information more than 4 times as often as any other publication. That's what 200 of the nation's leading media directors, space and time buyers told representatives of the Market Research Company of America in December and January.

Why this overwhelming lead for one magazine?

ACCEPTANCE is the word for it.

Progressive sellers of media have found that no one ever questions the reliability of *Sales Management*. Media buyers MUST have market information which is accurate, up-to-date, easily understandable.

For example, they know that *Sales Management* is the leading source for information on retail sales—every MONTH for 200 leading cities, ONCE A YEAR for every county and more than a thousand cities.

So—it is not surprising that so many astute radio organizations—through their sales representatives and through the printed word — fortify their presentations by quoting *Sales Management's* exclusive editorial features.

Help yourself by helping your representatives. Give them the powerful backing of a consistent promotion campaign in *Sales Management*. Remember this:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 FOURTH AVE. NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

1946 RADIO OUTLINE MAP
• now available •

This 25" x 40" map shows all cities in United States and Canada with standard radio broadcast stations. Map shows breakdown among cities with one station, two stations, three and four or more stations.

Advertisers and agencies use map to spot campaigns and plot coverage; national and regional networks show their affiliates—and competition; stations to superimpose coverage. Ideal for framing or to slip under the glass on your desk top.

Price: 40c each • Quantities of 25 or more: 30c

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BLDG., WASHINGTON, D. C.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity superviser. Experienced writer, capable of turning out commercial copy that sells, and able to supervise department. Permanent position with 5000 watt network affiliate in major market. Give full particulars about yourself, including previous experience, references, starting date, and salary expected. Attached snapshot. Confidential. Box 4, BROADCASTING.

Wanted—Michigan area station wants experienced staff announcer. Prefer married man, with at least three years background. Top salary to the right man. Must be prepared to send photo and audition disc. Write Box 922, BROADCASTING.

Wanted—For 5000 watt Texas station. Sober, reliable, fully experienced, "on-the-ball" commercial copywriter—scripts and spots. No fancy salary—but sufficient for average good living. Very pleasant working conditions. Half holiday on Saturday, full holiday Sunday. No women considered. All applications given careful attention. Box 964, BROADCASTING.

Salesmen—New midwest station in market of 170,000. Excellent opportunity for two men, give full details first letter. College graduates preferred. Box 970, BROADCASTING.

Announcer, two years experience, college graduate; personality man with ability to handle details of own programs. $60.00 per week in midwest town of 65,000. Give full details. Box 971, BROADCASTING.

Program director—experienced man—capable of developing public service. We want an idea man who can carry through, college graduate preferred. $75.00 per week. Midwest city of 70,000. Box 972, BROADCASTING.

50 kw clear channel CBS station has opening for experienced announcers. Give full story of background in first letter and be prepared to send audition recording. Basic starting salary $55.00. Box 987, BROADCASTING.

Ultra-modern network outlet, now being constructed, seeks qualified announcer and one copywriter. Announcer must be able to operate controls and spin platters. Writer must be able to bang out intelligent selling copy for Yankees. Excellent conditions, congenial staff and sparkling opportunities. Send qualifications and references only to Box 992, BROADCASTING.

Writer. Experienced in all phases commercial copy. 5 kw mid-western network affiliate. Permanent position with exceptional opportunity. Reply in confidence, giving full particulars about yourself, salary expected, when available, and enclose snapshot. Box 5, BROADCASTING.

Sunrise man with cheery personality, wanted for ultra-modern station now being constructed in the heart of Yankeeland. Must be experienced in early morning spinning of platters and patter. Rush experience and qualifications to Box 993, BROADCASTING.

Program director, announcer, salesman, production man for new 250 in beautiful fastest growing southwest community. State salary, send photograph, assure permanency. Box 994, BROADCASTING.

Wanted—Continuity writer, experienced preferred. Must be able to dispatch copy. Box 996 BROADCASTING.

Station manager, chief engineer, Broadcast station opening soon in New England has excellent opportunity for ambitious, energetic young men who know the answers. Write Box 2, BROADCASTING stating exeperience, salary expected.

Announcer-Continuity writer. Permanent position with a bright future for an experienced, capable man. Give full information in first letter. Box 6, BROADCASTING.

Announcer—Virginia station wants an experienced staff announcer. Must be prepared to send audition disc and photo. Box 9, BROADCASTING.

Wanted—Announcer, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Help Wanted (Cont'd)

Wanted—Experienced radio time salesman capable of selling and servicing major accounts. Commission and weekly drawing account. This position pays above average wage scale. Write full qualifications first letter, picture if possible. Replies confidential. Frank Kaull, Sales Manager, KLO, Ogden, Utah.

Announcer. Must be experienced, versatile, reliable, conscientious, and capable of earning better-than-average compensation by doing better-than-average job on news, ad-lib interview, and record shows. 5 kw metropolitan market, network affiliate. Give full information about yourself, including previous employment, salary expected, references, when available and attach small photo. Box 7, BROADCASTING.

New 1000 watt station desires complete staff including engineers, announcers, disc jockies, newscaster. Write immediately an outline of your experience, salary desired and when available. Contact Dewey Long, 407 Security Building, Lexington, Kentucky.

Situations Wanted

Veteran—A real air salesman. One year experience straight selling, ad lib, news. Excellent voice and delivery. Baseball a specialty. Also write fresh copy. B. A. Journalism, references. Available immediately. Box 943, BROADCASTING.

Engineer—5 years experience including 200 kw international short wave—2 years operator announcer. Versed in all phases of installation, operation and maintenance of broadcast equipment. 3 years college training in electrical engineering. All offers considered. Box 946, BROADCASTING.

Chief engineer, 250 watt station wants change in south, southwest. Army veteran. Chief 5000 watt station before Army. Eight years experience. Age 26. Married. Box 948, BROADCASTING.

Engineer—seeks steady position anywhere in U. S. Age 43, 1½ years experience with 6—200 kw short wave stations. Amateur since '32. All offers considered. Box 951, BROADCASTING.

Engineer, 30, veteran. Former chief engineer four AFRS stations and chief engineer midwest local station. Thoroughly experienced in audio installation and operation. 10 years radio. Have car. Excellent references. Box 955, BROADCASTING.

Announcer; veteran—no professional experience. Willing to break in at moderate salary. Just want break and trial. Picture and transcription upon request. Box 956, BROADCASTING.

Technician, age 30, married, first license, sober, dependable, experience chief small station and Army, wishes position any size station New England—elsewhere 500 miles New York. Gladly furnish further details. Box 957, BROADCASTING.

Transmitter or chief engineer. First class license. 8 years experience. No announcing. Prefer southern states. $45 minimum salary. Box 960, BROADCASTING.

Salesman—Ex-Army captain, inducted March 1941, now on terminal leave, desires sales position with affiliated or independent station. 6 years sales experience prior to service. Age 31, married. Will go anywhere that offers opportunities. Box 965, BROADCASTING.

Ex-serviceman, married, desires permanent position as announcer. Experienced. Also copywriter. Box 966, BROADCASTING.

Situations Wanted (Cont'd)

Experienced radio announcer—Veteran, scripts, copy, adv. exp. Age 34, married. Wants position with future. Box 969, BROADCASTING.

Chief engineer of southeastern 5 kw network station desires change to another region for personal reasons. 17 years experience in all phases of broadcast work. Best of references. Box 974, BROADCASTING.

Staff announcer—Dependable, middle-aged, now available for some suitable southern station. Box 975, BROADCASTING.

Experienced women's commentator and continuity writer. Can create and produce salable programs. Interested in a permanent position in progressive station, preferably network affiliated. Box 976, BROADCASTING.

If there's a small, progressive station that needs a young woman with top-notch personality, sincere enthusiasm—plus excellent references, voice and background, let me send you further details. Box 979, BROADCASTING.

Salesman—Well experienced. Ideas, aggressive, honest, sober, diplomatic, can change on short notice. Qualified supervisor. Box 980, BROADCASTING.

Is there a radio station that can use an excellent feminine voice backed by ambitious personality? College graduate: Over one year's radio experience embracing "air" work, continuity and public relations. Box 981, BROADCASTING.

Station manager—Commercial manager. Eight years radio sales and production experience. Former Naval officer. Percentage basis considered. Age 31. Bcx 982, BROADCASTING.

How about letting me manage that 250 watter for you? I'm former Navy Lieutenant, have pounded pavements, sold, written copy, announced, emceed, done publicity, been program director; 10 years experience; started at 250 watt eastern station, now with 50 kw outfit, good job but as far as I can go in my department; all the references you want. Single, 33, sober, reliable. What say? Box 983, BROADCASTING.

Ex-service woman, age 33, single. Trained in copy, continuity, traffic, announcing. Short experience college radio. Ambition women's shows but will start anywhere. Salary immaterial. Box 984, BROADCASTING.

Farm Service Director—four years experience, two years at midwest 50 kw station. M. A. degree, 29, family. Ex-Navy lieutenant. Box 985, BROADCASTING.

Announcer available. 3 years experience with a 50 kw NBC affiliate handling news, news analysis, morning show and general staff work. Box 986, BROADCASTING.

Chief engineer desires responsible position with progressive station. Good background AM, FM. Thirteen years experience. Prefer west or southwest. Box 988, BROADCASTING.

Announcer—M. C. program director. Five years experience 250 watt to 50,000 watt. Proven ability and voice-production experience, news, sports, straight—live shows a specialty. Present employer knows of this advertisement and has letter of recommendation waiting. Interested in your offer. Box 990, BROADCASTING.

Engineer—Veteran, age 31, first class phone license. Engineering college background; graduate naval radio and Radar schooling. Communications; Radar, control equip. experience. Excellent references; good personality. Nothing lacking in confidence which is backed by proven ability. Willing travel, make an offer. Box 991, BROADCASTING.

Veteran, age 25, graduate of Northwestern University. Has written and produced Army programs over major network. Edited Army newspapers. Served as chief of Public Relations. Desires Chicago location. Box 995, BROADCASTING.

EFFECTIVE MARCH 18

One inch classified displays will be acceptable.
One insertion - $12.00 non-commissionable.

Wanted Immediately

Good announcer, experienced in control room operation. Excellent opportunity, good working conditions. A job with a real future.

Contact Neal Wallace, Chief Announcer, KFBC, Cheyenne, Wyoming.

OPERATION CROSSROADS FOR CUSICK

Should he remain in the Navy and cover the atomic bomb experiment or will he report it from your newsroom.

If you're expanding your news or sports staff and desire further details and/or 2 transcriptions, write or wire LT. FREDERICK M. CUSICK, 43 FALKLAND ST., BRIGHTON, MASS. Any station, anywhere.

- 1. College graduate, Age 27.
- 2. Two years Boston Globe.
- 3. Nine months WCOP sports announcer.
- 4. Past eight months in Navy as Radio Director, First Naval District, writing and announcing Navy shows.

MANAGER

. . . six years experience. Intelligent and hard working. Background includes advertising, promotion, and a good sales record. Just completed two successful years with one of the country's best stations in charge of programs and operation. Outstanding record and best references. Wants to settle permanently in good community with 250 watt or 1 kw station. Box 978, BROADCASTING.

WANTED
PROMOTION MANAGER

A 50,000-watt network-owned station in a major market will enjoy hearing from an experienced sales promotion man who appreciates full rein, opportunity for advancement, alert management, and a generous budget to invest. Write fully in strictest confidence.

Box 14, BROADCASTING

Situations Wanted (Cont'd)

Wanted—Secretarial or station promotion work. Six years experience. Consider going anywhere. Box 997, BROADCASTING.

Announcer, veteran, single, 34, eager to establish radio career. Six months experience. Able newscaster, platter spinner. Adept at commercial copy. Conscientious, dependable. Go anywhere. Salary unimportant. Box 998, BROADCASTING.

Veteran—Single, 23, first phone, CREI man. 2 years transmitter maintenance experience, ambitious, willing to get ahead. Salary secondary importance. Permanent position. Box 999, BROADCASTING.

Phil Cross, sports announcer, now available for play by play coverage and "Cross-views of the Sports News". Box 1, BROADCASTING.

Solid staff of four. Program director, production manager, newscaster-emcee, continuity writer. Versatility, experienced—amiably combined for complete air operation. Will "single". Box 3, BROADCASTING.

Production, programming, announcing experience, age 27, energetic and reliable. Box 8, BROADCASTING.

Experienced radio operator and technician with first class license seeks connection with broadcast station. Will travel within United States. G. Langfelder, 14 Mount Hope Place, Bronx, N. Y. C.

Salesman—Good record, ambitious, conscientious, clean cut. Copy and presentation experience. Would prefer job with small station. Excellent references. William Underwood, 32-28 76th St., Jackson Heights, L. I., N. Y. HA 4—9262.

Would like to play with a name band. Sammy Fanar and his accordion, 144 Hudson St., WA 7169, Buffalo 1, N. Y.

Announcer—writer. Veteran formerly with AFRS. Sports, special events, newscasting, record shows, dramatics, commercials, programming and writing. John Guerry, Jr., 2859 East 77th St., Chicago 49, Illinois.

Ex-serviceman. Sports, special events, announcer formerly with commercial station, Fairbanks, Alaska. Have produced sport and musical programs. Control board experience, willing to travel. Charles Bracker, Beacon Hotel, New York 23 Tra 7-2500, Ext. 1805.

Veteran—3½ years service. Experience commercial and dramatic continuity Chicago area. Newspaper training. Richard C. Murray, 8119 Harrison Place, Munster, Indiana.

Producer-announcer. Veteran. Employed at present by prominent eastern 50,000 watt station as producer, announcer and writer. Also, affiliated with outstanding television station. Wide experience prior to entering service. Due to service incurred disability desire warm climate. Must be progressive station. Harry Brown, 117 State St., Apt. 1, Schenectady, New York.

Stop Right Now if you're not interested in wide-awake, aired script, continuity writer, strong radio background, wants up and coming station, interested fresh ideas, material. Seymour L. Bloom, 210 West 90th St., New York City.

Announcer — Actor — Writer — Salesman, you'll receive 400% on your investment with this veteran. Interested in network station, college town, adequate housing for wife and child. William R. Griffin, 8731 139th St., Jamaica, New York.

Television art director available. Set designer, artist. Motion picture experience, foreign art background. Have supervised personnel. Red Cross director recently discharged. Richard Ball, 1246 22nd St., Santa Monica, Calif.

Doctor's orders—Change N. Y. climate for dry southwest or west coast, makes experienced—versatile—director, scriptwriter, musician, 3rd class phone license available for all-around station post. Veteran. Nathan S. Lowery, 1460 Dahill Road, Brooklyn 4, N. Y.

Navy veteran desires to enter radio field as salesman. College education, 31 years old, insurance selling experience. References on request. Bernard G. Fold, 2100 Lincoln Pk. West, Parkway Hotel, Chicago, Ill.

Manager. More expensive advertising doesn't mean greater ability. Box 11, BROADCASTING.

Salesman, ten years experience all phases in New York and elsewhere. Program director, news editing, continuity and announcing. Ideas, aggressive. Age 33, family. Moderate size city in east or midwest. Part-time announcing only acceptable. Results and hard work for aggressive station or agency. Box 10, BROADCASTING.

Program director. Broad radio background. Family. Permanent. Box 12, BROADCASTING.

Announcer—Veteran. Seeking affiliation with progressive organization. Experienced 1 kw station—commercials, record shows, remotes, control board and wire recorder, Columbia College graduate, single too. Transcription and references on request. Paul G. Peregud, 2130 N. Pulaski Rd., Chicago, Ill. Tel 3617.

Salesman. Results for you—good salary for me. Box 13, BROADCASTING.

Salesman, 2 years radio, 14 years newspapers, 39, desires change. 311 Hudson Ave., Newark, Ohio.

Experienced radio announcer, producer, copywriter. Veteran. Married, college graduate. Invite inquiries from advertising agencies or radio stations. References furnished. M. Morris, 310 East 4th St., New York, N. Y.

For Sale

2 Gates studio transcription tables. Model C B7, 33 1/3—78 RPM. Complete with pre amps, power supplies, orthocoustic filters. Like new. Original cost: $885.00—Our price $600.00 for the pair. Box 954, BROADCASTING.

Used 250 w RCA transmitter, complete, 1420 kc operation, crated for shipment; FCC approved; first check $1550. Box 989, BROADCASTING.

1—Prewar General Radio Frequency monitor, consists of GR type 575-E Piezo Elec. Oscillator and 1—type 581-B Deviation Meter complete with tubes, instruction books, and crystals for 1130 kc and 1180 kc monitoring. Make offer to Chief Engineer, WTCN, Minneapolis.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willatt, 1414 N. Harper Ave., Los Angeles 46, Calif.

Wanted to Buy

Will pay cash for any equipment for 250 watt AM station. What have you? Box 977, BROADCASTING.

Radio frequency bridge, General Radio 916-A or 516-C. Box 15, BROADCASTING.

Miscellaneous

Radio license manual containing all questions, answers and instructions for restricted radio telephone permit examination $1.00. Publishers, Box 712, Pittsburgh, Penna.

FCC Awards 15 Full CPs for FM

FIRST POSTWAR grants of full construction permits for commercial FM were effected last week when the FCC Wednesday issued engineering approval to 15 holders of heretofore conditional construction permits. Action, it was stated, brings these CPs to the status of full permits and require only the further filing of programming plans. The move allows prospective licensees to go ahead with equipment buying and installations, according to the FCC.

Wednesday's action reduced the list of conditional grantees to 337. Another 285 applications for FM facilities are awaiting action.

Those receiving engineering approval included:

JOHNSON BCSTG. Co., Birmingham, Ala. (WJLB Bessemer)	Granted metropolitan station. Effective radiated power: 40 mc kw; antenna height above average terrain: 750 ft; channel: 93.5 mc (No. 228).
FLORIDA BCSTG. Co., Jacksonville, Fla. (WMBR)	Granted metropolitan station. Channel: 95.9 mc (No. 240); effective radiated power: 20 kw; antenna height above average terrain: 500 ft.
ISLE OF DREAMS BCSTG. Co., Miami, Fla. (WIOD)	Granted metropolitan station. Channel: 97.5 mc (No. 248); effective radiated power: 34.0 kw; antenna height above average terrain: 346 ft.
SOUTHEASTERN BCSTG. Co., Macon, Ga. (WMAZ)	Granted metropolitan station. Channel: 101.9 mc (No. 270); effective radiated power: 36.0 kw; antenna height above average terrain: 437 ft.
FRANK R. PIDCOCK Sr., No. Moultrie, Ga. (WMGA)	Granted metropolitan station. Channel: 100.3 mc (No. 262); effective radiated power: 10.4 kw; antenna height above average terrain: 401 ft.
GEORGIA-ALABAMA BCSTG. Corp., Columbus, Ga.	Granted metropolitan station. Channel: 96.3 mc (No. 242); effective radiated power: 9.4 kw; antenna height above average terrain: 602 ft.
MIDDLE GEORGIA BCSTG. Co., Macon, Ga. (WBML)	Granted metropolitan station. Channel: 102.3 mc (No. 272); effective radiated power: 36.0 kw; antenna height above average terrain: 441 ft.
BURLINGTON BCSTG. Co., Burlington, Iowa (KBUR)	Granted metropolitan station. Channel: 99.3 mc (No. 257); effective radiated power: 19.2 kw; antenna height above average terrain: 538 ft.
CENTRAL BCSTG. Co., Des Moines, Iowa (WHO)	Granted rural station. Channel: 100.5 mc (No. 263); effective radiated power: 134 kw; antenna height above average terrain: 583 ft.
TELEGRAPH HERALD, Dubuque, Iowa (WKBB)	Granted rural station. Channel: 99.9 mc (No. 260); effective radiated power: 180 kw; antenna height above average terrain: 662 ft.
KSTP Inc., St. Paul, Minn.	Granted CP station. Channel: 102.1 mc (No. 271); effective radiated power: 318 kw; antenna height above average terrain: 764 ft.
MISSOURI BCSTG. Corp., St. Louis, Mo. (WIL)	Granted metropolitan station. Channel: 92.1 mc (No. 221); effective radiated power: 32.3 kw; antenna height above average terrain: 475 ft.
THOMAS PATRICK Inc., St. Louis, Mo. (KWK)	Granted rural station. Channel: 95.3 mc (No. 237); effective radiated power: 188 kw; antenna height above terrain: 472 ft.
ST. LOUIS U., St. Louis, Mo. (WEW)	Granted metropolitan station. Channel: 94.1 mc (No. 231); effective radiated power: 42.6 kw; antenna height above average terrain: 525 ft.
WORLD PUBLISHING Co., Omaha, Neb. (KOWH)	Granted rural station. Channel: 92.5 mc (No. 223); effective radiated power: 160 kw; antenna height above average terrain: 584 ft.

Approve Assignment

ASSIGNMENT of license of KTOK Oklahoma City from O. L. Taylor to KTOK Inc., a new corporation in which Mr. Taylor owns all capital stock, was approved by an FCC board last Wednesday. Assignment is in return for issuance of stock [BROADCASTING, Dec. 24]. KTOK operates fulltime on 1400 kc with 250 w power. Mr. Taylor is executive manager of KGNC KFYO KTSA KRGV.

Business in Bennington Is Suspended For Afternoon of Comr. Wills' Funeral

IN A SMALL CEMETERY just outside Bennington, Vt., William H. Wills was buried Friday, March 8. The FCC Commissioner, who rose from store clerk to Governor of the Green Mountain State, had been stricken with a heart attack and died two days before in Brockton, Mass. A saddened New England town paid tribute to their leading citizen of whom it was said that he knew more Vermonters by first name than any other man in public office.

Hundreds of these friends crowded St. Peter's Episcopal Church in Bennington for the simple rites. Commissioner Ray C. Wakefield represented the FCC. The Governor of Vermont, Mortimer R. Proctor and members of the State Legislature were in attendance. In a gesture of homage, all business activity in Bennington was suspended during the afternoon. Outside the church about 400 persons silently watched the funeral cortege.

Episcopal churches throughout Vermont held memorial services the same day.

In a sort of "Our Town" setting wherever men gathered in Bennington—in the barber shop, lobby of the local hotel, in front of the newspaper office — they talked about "Bill" Wills.

One oldster—well over 80—remarked, "Why if Bill was in Grand Central Station in New York talking to the Queen of Sheba and you came along he'd say, 'Hello Tom, how the hell are you?' "

A columnist in the Rutland, Vt., *Herald* wrote: "The death of former Governor Wills was a shock to the state . . .

"Other than the gift of personality for which he was so well known, his outstanding characteristic was vitality.

"William H. Wills left a rich heritage—revered and respected by neighbors and friends. He will long be remembered for his warmth and affability as a good neighbor and an outstanding American."

Wide Air Coverage Is Given Churchill

NEW YORK CITY's all out welcome for Britain's former Prime Minister Winston Churchill on March 15 was broadcast at 12:30-1 p.m. and at 10:30-11 that night.

The early broadcast, at which New York's Mayor William O'Dwyer presented Mr. Churchill with a gold medal for meritorious service from the City Council Chamber, was carried by American Broadcasting Co. and the following stations locally: WEAF WQXR WINS WLIB WBYN WMCA WNYC WWRL. WHOM rebroadcast the program at 5:30 p.m. and WNEW rebroadcast it at 11 p.m. OIC recorded the show in several languages.

The evening broadcast (10:30-11 p.m.) from the official dinner given in Mr. Churchill's honor at the Waldorf-Astoria Hotel was carried by ABC, MBS, NBC, WHN WINS WBYN WWRL WNYC-FM WBNX WEVD WMCA WQXR WHOM. BBC recorded both the morning and evening sessions for later airing. State Dept. also recorded the speech for rebroadcast in several foreign languages.

Today the visitor was to be heard exclusively on CURC, low-power station of Columbia U., when he receives the honorary Doctor of Laws degree. At 12:30 p. m. a student protest rally against his Fulton, Mo. speech was to be aired by CURC.

HOPE TOPS HOOPER WEST COAST LIST

BOB HOPE, Jack Benny and *Fibber McGee & Molly* were the three leading programs with Pacific Coast listeners in February, according to the February Pacific report of C. E. Hooper Inc., which rated Hope 33.4, Benny 31.7 and the McGees 27.6.

Average evening rating was 9.0, down 0.4 from January, down 1.0 from February 1945. Average evening sets-in-use was 33.2, 1.1 less than the last report, 2.9 less than a year ago. Average evening available audience was 78.2, down 0.4 from the last report, up 0.2 from a year ago.

Average daytime audience rating was 3.8, same as in January, down 0.5 from a year ago. Average daytime sets-in-use was 16.0, same as last report, up 0.2 from a year ago. Average daytime available audience was 70.0, up 0.2 from the last report, up 1.5 from a year ago.

Following the three leaders, rest of the first fifteen top Pacific Coast programs in February were: Red Skelton, 27.5; Walter Winchell, 24.4; Fred Allen, 24.3; Charlie McCarthy, 21.8; *Radio Theatre*, 21.2; *Truth or Consequences*, 21.1; *Great Gildersleeve*, 20.6; *Screen Guild Players*, 20.1; *Mr. District Attorney*, 18.6; *Take It or Leave It*, 18.6; Bob Hawk, 17.5; *The Whistler*, 17.3.

Concerning Allis-Chalmers

EDITOR, BROADCASTING:

As a consistent user of radio time in our community relations program, I regret that mention of the important part it plays in our program was omitted in the booklet published by National Electrical Mfrs.' Assn. This booklet was written in reply to a request for a description of our unique newspaper campaign and radio was inadvertently overlooked in preparing the material.

WALTER GEIST,
President, Allis-Chalmers Mfg. Co.

Milwaukee, Wisc.,
Mar. 14, 1946.

* * *

EDITOR, BROADCASTING:

Having read your editorial concerning pamphlet written by Walter Geist, president, Allis-Chalmers, think you should have the facts. Allis-Chalmers informs us Mr. Geist was invited particularly to outline use of newspapers by his company. This explains in part omission of radio activity. Allis-Chalmers states further that omission of radio beyond above was through oversight. Re your suggestion our representative "pay a visit to Mr. Geist" we are and have been in constant contact with Allis-Chalmers for years. They broadcast weekly concert program featuring large orchestra and vocalist for better part of year. They have used more than 450 announcements on this station in last three years covering all manner of subjects. Have used radio extensively to reach their employes during emergencies, etc. In addition, they have consistently used WTMJ-FM. Presented above orchestral program on our FM station also. Until musical network programs were barred on FM stations, WTMJ-FM carried Boston Symphony ABC program weekly by special arrangement. In view of above, feel your editorial places WTMJ and WTMJ-FM in improper light.

W. J. DAMM.

The Journal Co.,
Milwaukee, Wisc.,
March 14, 1946.

[Editor's Note: Allis-Chalmers Mfg. Co. is an important user of radio time, and it was in an effort to emphasize that fact that BROADCASTING *twitted Mr. Geist in an editorial March 11. We salute both Mr. Damm and Mr. Geist for their alertness in taking us up.]*

Two Sales, KFBB Great Falls And KORN Fremont, Proposed

SALE of KFBB Great Falls, Mont., to Fred Birch, Montana construction executive, for $299,600 was proposed in an application reported by the FCC last week.

Mr. Birch would acquire F. A. Buttrey's 52.5% interest for $157,183 and also has contracted for the remaining interests, held by seven other stockholders, contingent upon Commission consent to transfer of the controlling block [BROADCASTING, Dec. 17].

Bid Plan Not Followed

The application did not propose to follow the FCC's pending "open-bid" plan whereby the public is invited to bid for facilities involved in transfers of control and assignments of license. KFBB is on 1310 kc with 5,000 w fulltime.

Meanwhile, the Commisson also:

1. Advertised in the *Federal Register* March 12 the projected $20,000 sale of KORN Fremont, Neb. to Inland Broadcasting Co., licensee of KBON Omaha, and invited bids for 60 days from Feb. 26. Controlling stockholder in KORN, Arthur Baldwin, is also a stockholder in Inland, and $16,000 of the purchase price would be paid in Inland stock.

2. Announced on March 13 that the application for consent to the sale of 50% of common stock of WACO Waco and KNOW Austin had been placed in the Commission's pending file awaiting adoption of final rules on the open-bid plan or decision of the applicants to follow the competitive bidding procedure. The application involves transfer of E. S. Fentress' and Charles E. Marsh's 50% interest for $200,000 to C. C. Woodson and Wendell Mayes, who own 25% each in KBWD Brownwood, Tex. [BROADCASTING, Feb. 25].

Sellers, extent of their interests in the station and the proposed sales prices in the KFBB transaction are as follows, in addition to controlling stockholder's interest:

Ted V. Buttrey, Corpus Christi, Tex., 28.6% for $85,600; Allan Hanson, Havre, Mont., 9% for $26,750; Joseph P. Wilkins, Great Falls, 7.5% for $22,470; Wilbur Myhre, Great Falls, 1.1% for $3,210; Anthony Lopuch, Great Falls, 1.1% for $3,210; LeRoy Stahl, Great Falls .04% for $1,070; G. O. Omlie, Havre, .004% for $107.

Sale of KORN to Inland is conditioned upon FCC consent to transfer of the station to Lincoln, Neb., or authorization for operation of a Lincoln station on KORN's facilities—1400 kc with 250 w fulltime. Inland is applying for a 100 w fulltime station on 1340 kc at Fremont to replace KORN.

Mr. Baldwin owns 94.5% of KORN and also is treasurer and 21.74% owner of Inland.

CP's Are Issued For Four Stations

CONSTRUCTION PERMITS for three fulltime local stations and a daytime outlet on the Mexican I-B clear channel 1110 kc were granted last Wednesday by an FCC board (Acting Chairman Charles R. Denny and Commissioners Clifford J. Durr and Ray C. Wakefield).

Representing construction outlays estimated at $64,312, the grants went to Rahall Broadcasting Co., which a week earlier was authorized to construct a new outlet at Beckley, W. Va. [BROADCASTING, March 11], for a daytime station at Norristown, Pa.; Douglas L. Craddock, for a local at Leaksville, N. C.; Fox Broadcasting Co., at Alexandria, La.; Andalusia Broadcasting Co., at Andalusia, Ala.

Conditional Grant

The grant for Rahall's Norristown station, to operate daytime on 1110 kc with 500 w, was made on condition that the permittee accept interference conditions which may result if the Commission subsequently grants the application of Bethlehem Globe Publishing Co. for a 250-w daytime station on 1100 kc at Bethlehem, Pa.

Rahall is owned by four veterans of World War II: N. Joe Rahall, associated with haberdashery, publishing and transit businesses; Sam G. Rahall, manager of a haberdashery firm; and Farris E. and Dean F. Rahall, engineers. They estimated the Norristown station would cost $20,750.

Mr. Craddock, awarded a construction permit for a Leaksville station to operate fulltime on 1490 kc with 100 w, is manager of a Leaksville theatre and a music store. Cost of station: $14,187.

Fox Broadcasting Co. said its Alexandria outlet would cost approximately $14,700. It was assigned to 1400 kc for operation with 250 w unlimited time. Fox is a partnership formed by Martin Glazer, who is engaged in the bottling and beverage business at Fort Worth, and his nephew, Sylvan Fox, student at U. of Louisiana.

Andalusia Broadcasting Co., authorized to operate an Andalusia station fulltime on 1340 kc with 250 w, is owned equally by R. B. Anderson, owner of Anderson Peanut Co., Andalusia, who is president; J. Dige Bishop, Lanett, Ala., vice president; Tracy Wilder, of Wilder Lumber Co., Andalusia; M. D. Taylor, of Taylor Parts & Supply Co., Andalusia; Charles Dixon, and James T. Ownby, Opelika, Ala. Cost was reported as $14,675.

Peter Paul on CBS

PETER PAUL Inc., Naugatuck, Conn., (candy) will start sponsorship of a quarter-hour news program Sat. 6:45-7 p.m. on CBS effective April 6. Agency is Forbes-Platt, New York. Commentator has not been named. Same time is sponsored Monday through Friday by Campbell Soup Co. through Ward Wheelock & Co.

Petitions Oppose Lexington Grant

Wigglesworth Charges Station Was Favor; Denny Denies It

TWO PETITIONS opposing a three-man FCC board's grant of a new Lexington, Ky., station to Kentucky Broadcasting Co. were filed with the Commission last week, while Rep. Wigglesworth (R-Mass.) charged that the grant was made as a favor to "the father of a political friend" of Paul A. Porter, then FCC chairman.

Charles R. Denny, who became acting chairman of the Commission when Mr. Porter was made OPA administrator, declared that Rep. Wigglesworth's charges "are entirely without any legitimate basis" and that the board's approval was later reviewed by the entire Commission. FCC spokesmen also claimed that "selfish business interests and political enemies" are trying to discredit Mr. Porter in his new job.

Opposing Petitions

The petitions opposing the grant were filed, through counsel, by WLAP Lexington, which contended that WLAP, on 1450 kc with 250 w fulltime, had twice been refused the identical facilities granted to Kentucky Broadcasting Co.; and by Peterson & Co., applicant for a new 250-w fulltime station on 1340 kc at Lexington, which maintained that the grant deprives Peterson of a fair hearing on its own application and was made without an opportunity to determine which of the two applications was superior.

Both WLAP and Peterson contended there is no statutory warrant for a board such as made the grant.

Kentucky Broadcasting Co. is owned in part by members of the family of Edward F. Prichard Jr., counsel of the Democratic National Committee and member of President Truman's unofficial "strategy board," of which Mr. Porter also is a member. The younger Prichard's father, E. F. Prichard Sr., and brother, Henry Prichard, own 20% each. Other 20% interests are held by Attorney Philip P. Ardery; R. W. Keenon, bus lines executive, and Robert H. Moore, Army veteran.

The grant [BROADCASTING, Feb. 25] was made without hearing, for operation of a fulltime 1 kw station on 1300 kc. Commission sources said the application was uncontested and processed in the usual way, and at the time the grant was made it was pointed out that Mr. Porter did not vote on the application. He said that "as a matter of fact, because I was resigning from the Commission, I suggested that the case be postponed until that time, but instead every member agreed unanimously to approve the license."

WLAP's petition, asking that the board's grant be set aside and the application designated for hearing, was filed through the station's attorneys, the Washington firm of Dempsey & Koplovitz. It noted that WLAP had twice been denied the identical facilities, on grounds of excessive limitation from WJDX Jackson, Miss., and WASH-WOOD (now WOOD) Grand Rapids. However, it contended, interference from WOOD is even greater now than when WLAP's application was denied in 1940, "WOOD having increased its power since the hearings from 500 w to 5 kw."

WLAP subsequently applied for 630 kc with 5 kw day and 1 kw night, directional antenna fulltime. A hearing was held in consolidation with two other applications Feb. 18-21, and decision is pending.

Referring to the grant by a three-man board, WLAP charged that "the actions taken by Commissioners Porter, (Paul A.) Walker and (Clifford J.) Durr on Feb. 20, 1946, are invalid, and that their authority while acting as a 'board' on that date was without legal foundation."

Peterson & Co., through its Washington attorneys, Segal, Smith & Hennessey, asked for rehearing or reconsideration of the Kentucky grant. The petition pointed out that Peterson's application for a Lexington station had been designated for hearing at Lexington on March 25 on issues identical to those originally set in the Kentucky Broadcasting case.

Wigglesworth Charges

Rep. Wigglesworth's charges concerning the grant were contained in a speech March 13 in the House in which he declared that "there is an imperative need for improvement in standards of administration by the Commission and for remedial legislation."

Of the FCC's new report on "Public Service Responsibility of Broadcast Station Licensees" [BROADCASTING, March 11], he said it has been "construed by some as indicating an intent . . . to assume an unlawful control over what the people shall and shall not hear over the air."

Don Lee System Challenges FCC Right to Regulate Nets

CHALLENGING the FCC's jurisdiction to regulate network organizations, Don Lee Broadcasting System last week asked the Commission to rescind its action of Feb. 15 designating for hearing the applications for renewal of licenses of stations owned by the System because of possible violations of option time regulations.

In a petition filed by William C. Koplovitz of the firm of Dempsey & Koplovitz, counsel for Don Lee, the network contends it could not possibly violate the regulations because they do not apply to a network and because the Commission has no authority over networks.

The petition lists three basic reasons why the Commission's action "is not an appropriate way to investigate the network practices," under Regulation 3.104, of licenses affiliated with the Don Lee System. First, it declares, it could not, either as a network or a licensee of stations, violate the regulations.

Second, it holds, "to institute an investigation by calling for the filing of a renewal application . . . is in derogation of such limited rights as a licensee has to remain unmolested during the life of his license."

Third, it asserts, the Commission's action cannot be justified on the theory that if a network is also a station licensee it is therefore subject to regulation as a network, or that it is subject to sanctions if in its relationship to an affiliate it engages in practices which, if it were not a licensee, would subject it to no sanctions. Furthermore, it states, the action cannot be justified on the theory that "such sanctions may be the refusal to renew the licenses of such stations as are licensed to the network."

If hearings are held on the licensee's applications for renewal of license, the petition sets forth, the network would be subject unjustifiedly to expenditures of time and money to prove what the Commission can determine by instituting an investigation.

"In short," the petition submits, "if the Commission desires to follow up on what its examination of the files of some of the affiliates of Don Lee Broadcasting System has indicated might possibly be a violation of Regulation 3.104 by such affiliates, the appropriate parties . . . to call to account are the licensees . . . and not someone who is not subject to the regulation and could not possibly have violated it."

WE Resumes Production At Strike-Freed Plants

PRODUCTION lines at 21 Western Electric plants in New York and northern New Jersey, immobilized by strikes for more than two months, began to move last week. From them at last would come equipment needed by the Bell System, whose postwar expansion program had been dislocated.

By midweek, work was normal at the plants, more than 90% of the 17,300 employes having returned to duty. Western Electric Employes Assn. and the company reached an agreement March 8 guaranteeing wage rises of 18.2¢.

WLW Segregation Is Asked by Crosley

SEGREGATION of WLW Cincinnati and all other broadcasting properties of Crosley Corp. into a separate subsidiary corporation, Crosley Broadcasting Corp., is proposed in an application submitted to the FCC Friday.

Request for assignment to the new $1,495,000 corporation, wholly owned by Crosley Corp., is in compliance with FCC wishes, expressed in its decision approving the $22,000,000 transfer of Crosley Corp. to Aviation Corp. [BROADCASTING, Sept. 10, 1945], that radio properties be made a separate entity.

Irving B. Babcock of New York, president of the parent corporation, is chairman of the board of Crosley Broadcasting Corp. James D. Shouse, vice president of Crosley Corp. in charge of broadcasting, is president of the new subsidiary. Other officers of Crosley Broadcasting: R. E. Dunville, vice president; Elmer J. Boos, vice president and treasurer; R. J. Rockwell and Harry M. Smith, vice presidents; R. S. Pruitt, secretary (also secretary of the parent corporation).

Total fixed assets are listed as $628,406, including WLW and relay, shortwave, international provisional, and developmental stations. Crosley also has applications pending before the FCC for FM and television stations in Cincinnati, Dayton and Columbus and these, if granted, would be assigned to the new firm. Not included is the pending application for approval of Crosley's purchase of WINS New York from Hearst Inc. for $2,100,000.

STRIKE IS STILL ON AT WESTINGHOUSE

LABOR'S TWO FRONT war against General Electric and Westinghouse was half resolved last week; after winning an 18½ cent wage rise 100,000 GE workers were expected to report today at factories which had stood idle since Jan. 15.

As the week ended the other front was still the scene of struggle; Westinghouse officials, claiming their present wage scales were higher than those prevailing at GE even after it granted the increase, were sticking to their guns.

Westinghouse, said its president, G. A. Price, paid workers an average of $1.32 an hour under the old scales. The increase at GE boosts the average hourly wage to $1.27½. "It is unreasonable," he said, "... to expect Westinghouse to settle on the same basis as those who have been paying lower wages."

Settlement of the United Radio, Electrical and Machine Workers of America (CIO) strike against GE came after a five-hour meeting between negotiating representatives in New York.

At Deadline...

HEARING ON D. C. APPLICANTS FOR FM CONCLUDED

FCC COMPLETED hearings on Washington FM applicants Friday afternoon with testimony by Chesapeake Broadcasting Co., composed principally of local business men (see story page 18). Albert K. Porter, radio director, Lewis Advertising Co. (15%), said proposed station would carry advertising of stockholders. Station plans to operate initially on 7-hour schedule at monthly expense of $1100 and ultimately on 18-hour basis at cost of $8,155. It plans to sell 75% of time.

Other witnesses were Arthur B. Curtis, president, partner in Curtis Bros. (furniture, storage and transfer); Leslie B. Altmann, treasurer, president of Washington, Marlboro & Annapolis Motor Lines; Dr. James A. Bell, director, president of Southeastern U.; and Richard L. Tedrow, Washington attorney.

Commission questioning of applicant directed to reasons for establishing station.

Hearings concluded with appeal by Harry Mallisoff, representing Disabled American Veterans, that Commission reserve some of channels allocated to Washington for returning veterans and others who may wish to apply. Mr. Mallisoff asked that veterans be given an "even break" on FM, pointed out that many have received radio training during war and may wish to enter FM field.

COAST RDG STUDIES PROBLEM

TO PROVIDE solution to West Coast radio actors employment dilemma Hollywood Radio Directors Guild in cooperation with AFRA has called special meeting March 26 to discuss problem of returning service men, newcomers, and occasional workers. An estimated 2500 actors and actresses from radio and films are clamoring to crash the "closed circle." System of interviews, auditions or similar device will be worked out at meeting.

Closed Circuit

(Continued from page 4)

hearings got under way last week, applications and frequencies were even but the Commission refused to call off the proceedings. Appeals by veteran's organizations to reserve frequencies for returning servicemen, possible need to use channels for contiguous areas, and the crackdown on program performance of applicants having standard stations will confine grants to AM licensees with satisfactory records and promising newcomers. The same factors will doubtless apply to other large cities.

EYEBROWS lifted when name of James Lawrence Fly appeared on roster of NAB inner council which discussed FCC program report in New York (See story, page 15). Another surprising participant was Arthur Garfield Hayes, counsel of American Civil Liberties Union.

RANKS of practical broadcasters in House will be increased by one in near future if Rep. Luther Patrick (D.-Ala.) realizes present ambition. Himself a former radio commentator (who believes in freedom of the air, by the way) Rep. Patrick is eyeing FM field with view to applying for station in Birmingham.

LEMMON DEMANDS RETURN OF SHORTWAVE STATIONS

FIRST BREAK in international shortwave picture came when Walter Lemmon, head of World Wide Broadcasting Corp., licensee of WRUL Boston and four sister stations, demanded that State Dept. either return his stations forthwith or permit him to use some of time, it was learned Friday. Mr. Lemmon contends that since war is over, purpose for which Government took over shortwave outlets is passe.

Assistant Secretary of State William B. Benton has taken Mr. Lemmon's petition under advisement, awaiting (hopefully) Congressional action on Bloom bill to authorize State Dept. to enter broadcasting, newspaper and movie field. Following week of hearings before House Rules Committee, indications Friday were that majority of committee members, spearheaded by Rep. E. E. Cox (D-Ga.) and Rep. Clarence J. Brown (R-Ohio), would successfully block bill—at least for some weeks.

PHILCO TO ASK INCREASE IN AUTHORIZED CAPITAL

PHILCO stockholders at annual meeting May 17 will be asked to approve proposed amendment to corporation's charter to effect increase of authorized capital, it was announced Friday by John Ballantyne, president. Plan is for 2,000,000 shares common stock to be increased to 3,370,057 to consist of 250,000 shares $100 par value preferred stock, 2,500,000 shares of $3 par value common stock and 620,057 shares of $3 par value "B" stock. Purpose of amendment is to make it possible for corporation to secure additional permanent capital from time to time for rapidly expanding activities.

AWD GIVEN JOSKE'S REPORT

RESULTS of one year radio test by Joske's of Texas, San Antonio department store, given Friday by NAB Director of Broadcast Advertising Frank Pellegrin to opening session of third annual meeting of Assn. of Women's Directors of NAB in New York. Joske's reports Mr. Pellegrin, expanded 1946 radio budget to 52 programs a week on five local stations.

SPECIAL BROADCAST by Rep. John E. Rankin (D-Miss.) scheduled by ABC for March 20 (9-9:15 p.m.). Although ABC would not comment on matter, it was thought likely that Mississippian had requested time to answer recent criticisms by Walter Winchell.

WITH HALF of 100,000 ballots counted in Metropolitan Opera Guild's poll to select six operas to be broadcast next season over ABC, *Aida* is leading choice for "repertoire" opera and *Hansel and Gretel* for works heard only occasionally.

BAN ON JIVE

BANNING hot jive on ground that it contributes to juvenile delinquency, Ted Steele, musical director of KMPC Hollywood said decision was reached after listener survey showing public preferred "sweet" music.

People

GERALD BRUCE, released from armed forces, returns to Madison Adv., New York, as space and time buyer and production manager.

DR. FREDERICK B. LLEWELLYN, Bell Telephone Labs. IRE president, flies to England this week to address special radar convention of British Institution of Electrical Engineers March 26-28.

DAVE LUNDY, sales manager of KYA San Francisco, named general manager of KYA and KLAC Los Angeles, following recent acquisition of latter by Mrs. Dorothy Thackrey. Other staff realignments: PAUL SCHULTZ, chief announcer, both stations; JAMES STRAIN, KLAC production and program director; PAUL SLONE, KLAC publicity director; PAUL PENDARVIS, KLAC musical director.

KEYES PERRIN, WOR New York announcer-producer, back at station after year in Army.

JONNEY E. GRAFF, continuity editor for CBS in New England, to radio copy staff of Donahue & Coe, New York.

MORGAN REICHNER, who joined Abbott Kimball Co., New York, last year on return from overseas as lieutenant commander in Navy, appointed vice president in charge of service.

LAURENCE P. ATHERTON, discharged from Army, joins copy staff of Daniel F. Sullivan Adv. Co., Boston.

CHARLES COLLINGWOOD, CBS correspondent on lecture tour since return from Europe, assigned to supervise network's coverage of UNO activities

OPA Administrator and former FCC Chairman PAUL A. PORTER was confined to his home last Friday with a heavy cold and a fever.

CHARLES BREWER, head of North American office of BBC, returned to his desk after a two-month illness.

ARTHUR HYLAND, released from AAF returned as announcer to WMBG Richmond, Va.

JAMES B. DUNBAR, manager of Dover remote studios, WHEB Portsmouth, N. H., new commercial manager of WPOR Portland, Me.

HAROLD P. ALLEN, discharged from the Navy has returned to WBNS Columbus, Ohio, as announcer.

COLESON CONFERENCES

SERIES of conferences with broadcasters in 11 western States will be started March 25 by Robert C. Coleson, NAB western manager. He meets Salt Lake City executives that day, Denver stations the next. With headquarters in Hollywood, he seeks to learn first-hand problems facing western stations.

BROADCASTING March 14 on *Kraft Music Hall*. Herbert Hoover, honorary chairman of President Truman's Famine Emergency Committee, appealed to audience to "transform the era of killing into an era of saving lives." Broadcast started intensive campaign coordinated by Advertising Council to enlist support of business in drive.

In this Big Market . . .
17 out of 20 Radio Homes are WLW Listeners . . .

According to the Nielsen Radio Index for August and September, 1945, 84.9% of the radio homes in this vast four-state area listened to The Nation's Station at least once, for six minutes or longer, during four measured weeks of listening.

And, even more significant, 68.6% tuned to WLW during an average week!

Translated in terms of people, these startling figures mean that, out of 2,708,038 radio homes in 325 counties of seven midwestern states, 2,299,124 homes are reached regularly by WLW, and 1,857,714 are HABITUAL WLW listeners!

That's CIRCULATION!

But wait—that's only half the story!

How *deep* is this broad coverage . . . how much listening does it represent?

No listeners were counted who remained tuned to WLW for less than six minutes consecutively. AND THE AVERAGE AMOUNT OF LISTENING PER HOME WAS *321 MINUTES* PER WEEK!

That's PENETRATION!

If you have something to sell to the 12,296,337 people who live in WLW-land, we believe we can reach most of them for you and deliver an audience that is both BIG and LOYAL.

In view of the foregoing *facts*, you'll pardon us for using the word DOMINANT, when we talk about WLW coverage of this important midwestern market.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION